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CHERRY

CHERRY PROJECT PRESENTATION

1 August 2024

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The project CHERRY is implemented in the framework of the Interreg Europe programme and co-financed by the European Union.

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CHERRY: making Culture the N°1 ally of European Recovery

CHERRY in a nutshell

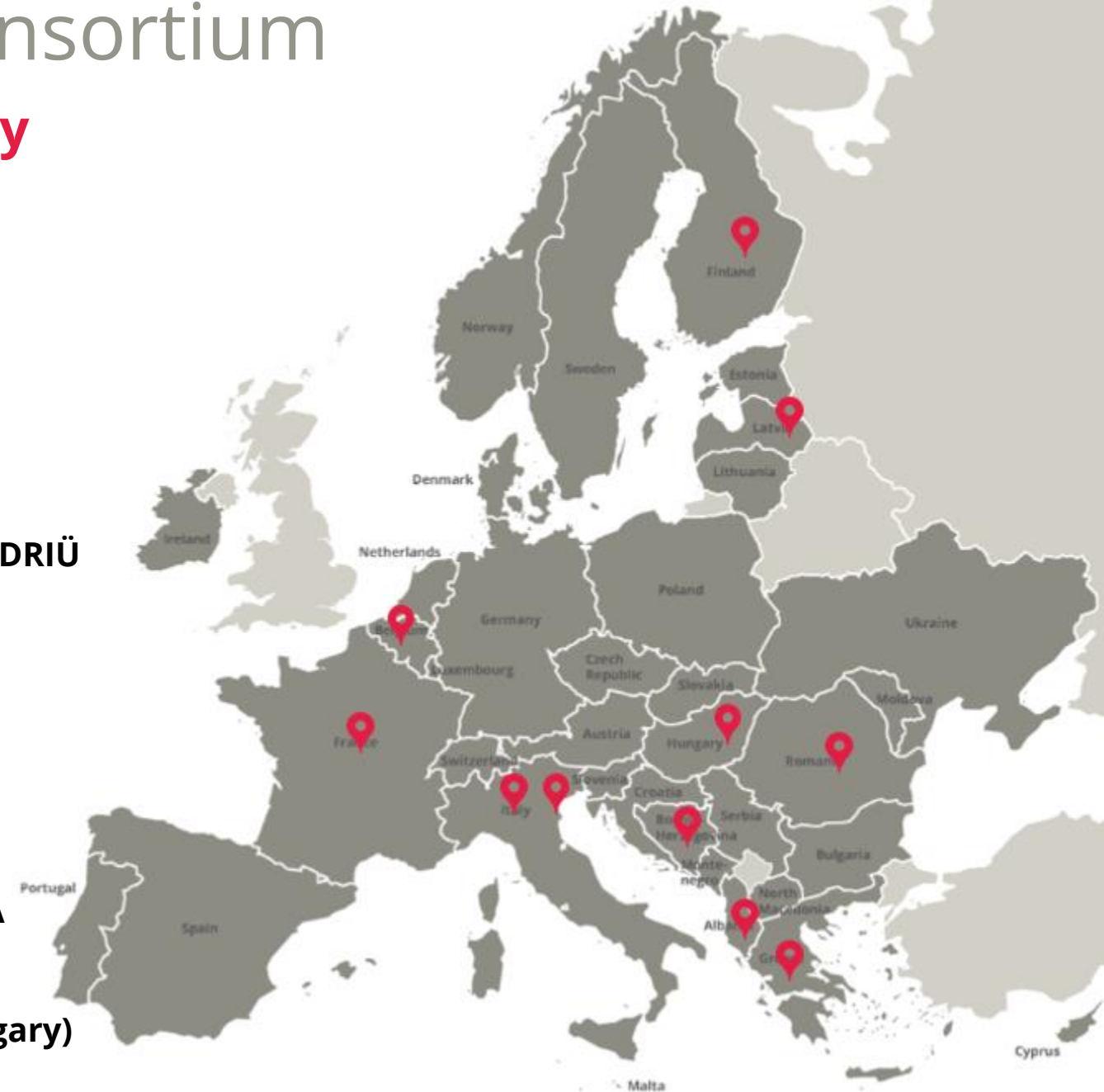
- ◆ **Starting Date:** 1 March 2023
- ◆ **Duration:** 48 months + 3 months closure phase
- ◆ **Lead Partner:** Friuli Venezia Giulia Autonomous Region, Department for culture and sports
- ◆ **Policy Objective:** A more social Europe (4)
- ◆ **Specific Objective:** Culture and sustainable tourism
- ◆ **11 Countries** / 11 Partners & 1 Associated Policy Authority
- ◆ **Project ID:** 01C0065
- ◆ **Budget:** EUR 2.180.048,00



CHERRY: The Consortium

11 Partners & 1 Associated Policy Authority

1. Friuli Venezia Giulia Autonomous Region (Italy)
 2. Veneto Region (Italy)
 3. Kainuu Regional Council (Finland)
 4. Centru Regional Development Agency (Romania)
 5. Zemgale Planning Region (Latvia)
 6. Central Transdanubian Regional Innovation Agency - KDRIÜ (Hungary)
 7. Region of Western Greece (Greece)
 8. Region Provence-Alpes-Côte d'Azur (France)
 9. Intercommunal Leiedal (Belgium)
 10. Municipality of Gjirokaster (Albania)
 11. Sarajevo Economic Region Development Agency SERDA (Bosnia and Herzegovina)
- ❑ Lake Balaton Development Coordination Agency (Hungary)



The issue addressed

COVID-19 pandemic impacted the entire **Cultural and Creative Industries (CCIs)** value chain, including culture professionals, artists and freelancers, as a result of the social distancing measures adopted by countries.

CCI played a crucial role during the pandemic period, highlighting the importance of culture for people's well-being and mental health.

Culture has helped people cope with the impacts of lockdown and social distancing, thanks to the engagement and creativity of CCI reaching audiences in **innovative virtual environments**.



Project Mission

The **CHERRY project** envisions turning the restrictions of the COVID-19 period with the use of **innovative communication means, digital technologies and services** into an opportunity for further developing in the CCI sector, to address new users and, in general, *make Culture the n.1 ally for EU recovery.*



Project Objectives

The **CHERRY project** aims at improving **9** regional and local policies addressed to Cultural and Creative industries to enhance the resilience of CCI after the COVID-19 health emergency considering the twin transition (green and digital), in order to:

- ◆ **Support the valorisation of natural and cultural heritage assets**
- ◆ **Increase the local economic growth working on entrepreneurship**
- ◆ **Increase the contribution of CCI to the urban transformation**

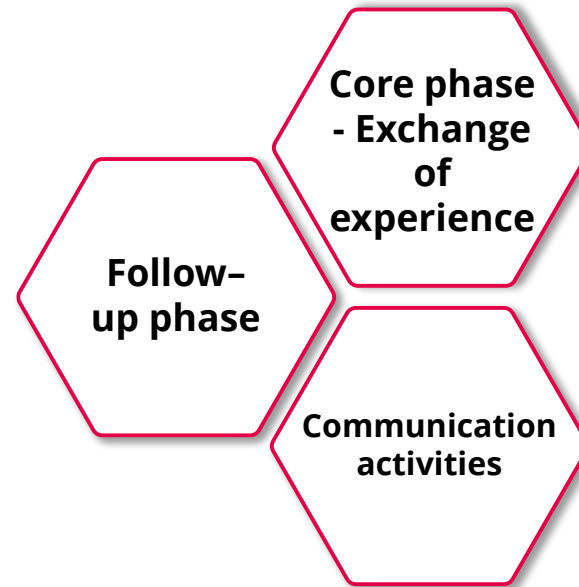


CHERRY Approach - Methodology

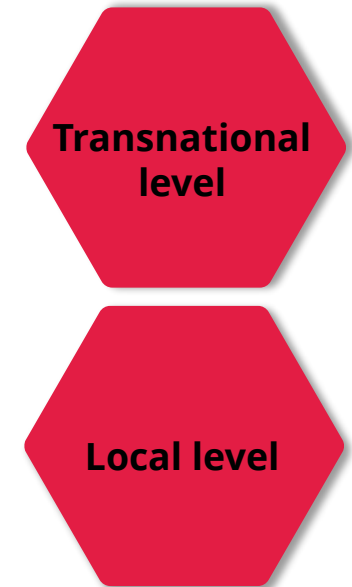
3 CHERRY entries:

- ◆ **Entry n.1:** CCI and local development: how to support companies from the sector to recover after COVID-19 and how to strengthen their position or support the establishment of new enterprises.
- ◆ **Entry n.2:** CCI and urban transformation: how CCI can contribute to the urban transformation triggering emerging trends connected with green and digital transition, creativity, and e-commerce.
- ◆ **Entry n.3:** how to support the valorisation of cultural and natural heritage assets with the involvement of CCI

3 Types of activities:



2 Levels:



8 Semesters



SOCIAL

CHERRY Approach - Methodology

1. Core phase - Exchange of experience (Semester 1-6)

Activities at transnational level:

- ◆ 3 Transnational working groups, one for each of the 3 project entries
- ◆ 3 Sets of project peering activities to exchange knowledge among partners
- ◆ 3 Transnational study visits: one for each of the 3 project entries, to raise knowledge about identified good practices and thematic learning sessions
- ◆ 2 Pilot Actions:
 - a) Testing of new PPPs financing tools for the enhancement of cultural activities
 - b) Developing new narratives and digital services for the CCIs

Activities at local level:

- ◆ 6 Local Stakeholder meetings to raise knowledge and skills and to increase contribution to the local policy's implementation process
- ◆ 3 Local thematic expert workshops to analyse policies' background, trends and impacts concerning the contribution of CCIs to the 3 entries of the project
- ◆ 9 Local study tours for stakeholders to visit practices selected in accordance to the policy frame

CHERRY Approach - Methodology

2. Follow-up Phase (Semester 7 & 8)

Activities at transnational level:

- ◆ 1 Set of working groups to monitor the impact of the actions undertaken under the 3 entries
- ◆ Participation and contribution to the Interreg EUROPE Policy Learning Platform

Activities at local level:

- ◆ 1 Assessment survey addressed to local users involved in the policy improvement to understand the impacts of policy improvements on CCI
- ◆ Involvement of stakeholders to assess the impact of the policy improvement on CCI progress, to define its added value in each local area and plan the steps to ensure the durability of the action

CHERRY Approach - Methodology

Communication Activities (horizontally over the whole project duration)

- ◆ Communication Events
- ◆ Social media
- ◆ Elaboration of the Communication Strategy
- ◆ Flyers
- ◆ Brochures
- ◆ Newsletters
- ◆ Videos
- ◆ Participation to sectoral dissemination events
- ◆ Press releases

Semester 1

In Semester 1, CHERRY Project partners carried out the following activities:

- ◆ **Needs Assessment, SWOT Analysis, and Stakeholder Engagement:** Conducted a comprehensive evaluation of policy areas, formulated a SWOT analysis across three CCI dimensions, and gathered local input through a targeted survey.
- ◆ **Learning Process Methodology:** Culture, CCI, and Green Transition: Explored the role of Culture and CCI in post-pandemic recovery, urban transformation, economic development, and heritage valorization, combining transnational and local activities for knowledge exchange.



Semester 1

In Semester 1, CHERRY Project partners carried out the following activities:

- ◆ **Transnational Collaboration and Knowledge Sharing:** Established three thematic working groups for in-depth collaboration and organized stakeholder meetings to foster local engagement and information exchange.
- ◆ **Policy Learning and Dissemination:** Actively participated in the policy learning platform and executed a project launch event to communicate project goals and expected outcomes to stakeholders.
- ◆ **Digital Presence and Communication:** Created a dedicated project website and social media channels to share project updates and reached a wider audience through a project launch video.



Semester 2

In Semester 2, CHERRY Project partners carried out the following activities:

- ◆ **Mapping the Cultural Landscape:** We have meticulously compiled maps of all relevant cultural actors, creative practitioners, and CClIs within each project area.
- ◆ **Good Practices Identification:** A comprehensive guideline was established to identify and select the most effective approaches for supporting CClIs with a focus on strategies for local development, urban revitalization, and cultural heritage preservation.
- ◆ **Inventory of Local Practices:** A comprehensive survey across all project areas has identified an impressive 72 impactful practices.



Semester 2

In Semester 2, CHERRY Project partners carried out the following activities:

- ◆ **Selection of Key Practices:** Through collaboration with transnational thematic working groups, 18 exemplary practices have been chosen, aligning with our three entries (Local Development, Urban Transformation, and Cultural & Natural Heritage).
- ◆ **Transnational Knowledge Sharing:** Our partners have engaged in a fruitful exchange of expertise across all three CHERRY project axes.
- ◆ **Policy Learning Platform Engagement:** Partner participation and contributions to dedicated training initiatives have been instrumental in the project's progress.



Semester 3

In Semester 3, CHERRY Project partners carried out the following activities:

- ◆ **Local Thematic Workshops:** These workshops, currently underway across all policy areas, are engaging stakeholders in analyzing regional policy frameworks related to cultural asset valorization by CCIs.
- ◆ **Stakeholder Study Tours:** We are facilitating visits for stakeholders to showcase successful good practices within the sectors of cultural and urban transformation, CCI and cultural asset valorization, and CCI and local economic growth. These regional visits aim to enhance stakeholder knowledge and facilitate knowledge exchange through interaction with relevant local actors.



Semester 3

In Semester 3, CHERRY Project partners carried out the following activities:

- ◆ **Transnational Study Visit (Mestre, Venice):** A successful two-day event was held in Mestre, Venice (May 15th & 16th, 2024). Partners and stakeholders had the opportunity to explore good CCI and urban transformation practices within the Veneto Region. A technical workshop with experts enriched the training programme on policy-related topics.
- ◆ **Mid-Term Communication Events:** CHERRY partners are currently conducting regional Mid-Term Communication events to update local stakeholders on project results achieved to date, alongside promoting upcoming pilot actions scheduled for Semester 4.



Upcoming Activities

Semester 3 marks a pivotal point for the CHERRY project with the implementation of two Pilot Actions. Specifically:

◆ **Pilot Action 1**

Public-Private Partnership (PPP) Financing for Cultural Activities: Preparatory activities for this pilot action will commence in Semester 3 with local-level coaching sessions. The pilot action coordination team will convene to discuss the roadmap and analyze relevant EU regulations and legal considerations within the pilot area.

◆ **Pilot Action 2**

Developing New Narratives and Digital Services for CCIs: Semester 3 will see the commencement of preparatory activities for Pilot Action 2, commencing with local coaching sessions. The development of the roadmap, along with participant selection (approximately 15 per training session) and creative format of the cross-border training labs, will be spearheaded by the transnational pilot action coordination team.



Stay Tuned

We remain committed to keeping you updated on all CHERRY-related news and events as we navigate this transformative journey together. Our collective efforts are directed towards emerging stronger and fostering a more vibrant cultural future!



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