

CHERRY

making Culture tHe N°1 ally
of European RecoveRY



SOCIAL

Culture and sustainable tourism

What is CHERRY?

CHERRY is an Interreg Europe project formed by public institutions coming together to support the resilience of Cultural and Creative Industries (CCIs) to the COVID-19 emergency, by focusing on CCIs and urban transformation, CCIs and local development, and CCIs and valorisation of natural and cultural heritage assets.

Project Details

Project Duration: 01 March 2023 – 31 May 2027

Project Budget: 1.939.948 €

Project Partners

- 📍 Friuli Venezia Giulia Autonomous Region, Department for culture and sports, Italy. (Lead Partner)
- 📍 Veneto Region, Italy.
- 📍 Kainuu Regional Council, Finland.
- 📍 Centru Regional Development Agency, Romania.
- 📍 Zemgale Planning Region, Latvia.
- 📍 Central Transdanubian Regional Innovation Agency (KDRIÜ), Hungary.
- 📍 Region of Western Greece, Greece.
- 📍 Region Provence-Alpes-Côte D'Azur, France.
- 📍 Intercommunal Leiedal, Belgium.

Global challenges, local solutions

The CHERRY Project is on a mission to boost the resilience of Cultural and Creative Industries (CCIs) in the aftermath of the global COVID-19 crisis. CHERRY aims at improving 9 regional and local policies addressed to CCIs.

Navigating impact: what do we do?

- Addressing economic upheaval and job losses caused by lockdowns.
- Supporting CCIs forced to close, such as theatres, live music, festivals, cinemas, and museums.
- Focusing on the creative ecosystem, from multinational conglomerates to freelance creatives.

Transforming challenges into opportunities

- Enhancing policies and local plans for CCIs.
- Supporting the twin transition (green and digital).
- Using innovative communication and digital technologies for cultural sector development.
- Making Culture a primary driver for EU recovery.



Stay Tuned



www.interregeurope.eu/cherry

