

# CHERRY

making Culture the N°1 ally of European Recovery

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SOCIAL

Culture and sustainable tourism



## Project Intro

### Objective

CHERRY is an interregional cooperation project for improving culture and sustainable tourism policies. The project operates with public institutions coming from Italy, Greece, Hungary, Romania, Belgium, France, Latvia, and Finland to support the resilience of CCI to the COVID-19 emergency focusing on CCI and urban transformation, CCI and entrepreneurship and CCI and valorization of natural and cultural heritage assets.

## Activities Implemented

### Semester 2

In Semester 2, CHERRY project partners comprehensively analyzed cultural landscapes across multiple regions. Through transnational collaboration and training, we identified and shared good practices for supporting cultural & creative industries, with a focus on strategies for local development, urban revitalization, and cultural heritage preservation. Specifically:

- **Mapping the Cultural Landscape:** We have meticulously compiled maps of all relevant cultural actors, creative practitioners, and CCIs within each project area.
- **Good Practices Identification:** A comprehensive guideline has been established to identify and select the most effective approaches for supporting CCIs.
- **Inventory of Local Practices:** A comprehensive survey across all project areas has identified an impressive 72 impactful practices.



- **Selection of Key Practices:** Through collaboration with transnational thematic working groups, 18 exemplary practices have been chosen, aligning with our three core focus areas (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

CHERRY's Semester 3 is underway, focused on capacity building and knowledge sharing. Local workshops analyze regional policies related to cultural asset valorization, while study tours for regional stakeholder in CCIs showcase successful cultural and urban transformation practices. Also, a transnational study visit in Venice aimed to deepen understanding of these issues for the project's partners. Additionally, mid-term communication events inform stakeholders about project progress and upcoming initiatives. Specifically:

- **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 local 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.
- **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. Additionally, a technical workshop with experts further enriched the ongoing 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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