

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, Albania, Bosnia and Herzegovina, and Finland to support the resilience of CCI to the COVID-19 emergency focusing on CCI and urban transformation, CCIs and local development and CCI and valorization of natural and cultural heritage assets.

Activities

Semester 5

During Semester 5, the CHERRY project made significant progress in knowledge exchange and partner collaboration through transnational study visits and peering activity, training workshops, and ongoing pilot activities.

- A major milestone was the **validation of 21 good practices** by CHERRY partners which are available on the project website. These practices reflect diverse approaches to using cultural and creative industries (CCI) for urban regeneration/transformation, local development, and Cultural/Natural Heritage Valorisation. The selected cases offer inspiration for stakeholders across Europe and form the foundation for continued policy learning and exchange.
- On June 25 and 26, CHERRY partners met in Brasov, Romania, for the **Transnational Peering activity n.3. to share know-how** about the project's 3 entries (CCI and urban transformation; CCI and local development; valorization of natural and cultural heritage assets). The exchange process included background knowledge, what partners learnt from the project activities, and the outcomes from the local and transnational study visits.
- Several **Local thematic workshops and Stakeholder meetings** took place in partners' countries, about analysis of policies enhancing the contribution of Creativity to the local economic growth.
- Project's two pilot activities are still on going:
 - Pilot 1:** Based on the results of the exchange of experiences (semester 3), and the needs analysis carried out (semester 4), Friuli Venezia Giulia Autonomous Region and Kainuu Regional Council defined and published a call in their respective territories, stimulating the involvement of municipalities and CCIs in Finland, and involving public and private organizations in the enhancement of historic parks and gardens in FVG AR. Upon receipt, all applications have been evaluated, and a total of five PPPs have been selected to receive services support. The selected projects are: "Comics in the Park" (Giardino di Palazzo Scolari-Salice, Polcenigo), "The Enchanted Garden of Villa Tizzano" (Giardino di Villa Tizzano, Santa Maria La Longa), "Green Symphony: Palazzo Lantieri, a garden between history and future" (Giardino di Palazzo Lantieri, Gorizia), "NOTTURNI, Between light and stone: an evening talk in the heart of the Coronini Park" (Parco Coronini Cronberg, Gorizia), and "History of sounds, colors, parks and gardens" (Parco Villa de Claricini, Moimacco).



- Pilot 2:** A 2nd training session was delivered as part of Pilot Action 2 – Developing New Narratives and Digital Services for the CCIs by the PACA region and the Region of Western Greece at their territories. This helped cultural and digital actors define collaborative projects and prototypes, and promoted co-creation around immersive storytelling, and virtual tools.



- The CHERRY **Flipbook**, developed by KDRIÜ, continued to grow as a practical resource for sharing tools and experiences, supporting peer learning and regional action.
- Discovery partners further expanded their involvement. The **Municipality of Gjirokastra (Albania)** hosted its **first CHERRY communication event**, bringing together artists, students, and

local leaders to promote cultural identity and public engagement. The **Sarajevo Economic Region Development Agency (Bosnia and Herzegovina)** contributed regional insights to ongoing dialogues.

- Finally, all partners remained active on the **Policy Learning Platform** and in local workshops, reinforcing CHERRY's mission to make culture a driver of inclusive, sustainable development.

Upcoming Activities

In Semester 6, CHERRY will enter a crucial stage with intensified policy learning and key pilot actions unfolding. Several core activities will guide partners and stakeholders in refining their approaches and preparing long-term improvements.

- A **Transnational study visit** will take place in Trieste on the 15th and 16th of October, Italy, focusing on the topic CCI and local growth.
- A **transnational thematic working group meeting** will take place in Trieste in October, Italy, focusing on the results and next steps of the two pilot actions. It will bring together all partners to analyze progress and exchange feedback on lessons learned.
- Partners will take part in the **final transnational meeting of the core phase**, including dedicated working sessions on stakeholder engagement, digital innovation, and sustainable policy change.
- Local stakeholder meetings and workshops** will continue across all regions, helping partners translate project insights into actionable policy recommendations tailored to their local needs.
- The **technical content repository** will be updated with materials from the training labs and pilot activities, offering a growing knowledge base to support continued capacity-building.



As part of the pilot activities, key implementation steps will be carried out:

- Pilot Action 1:** The final evaluation of project applications from Finland and Italy will be completed. Tailored support services, including mentoring on public-private partnership (PPP) structures and funding strategies, will be provided to selected cultural projects.
- Pilot Action 2:**
 - A **final training workshop (no.3)** will be held in Marseille and Patras, enabling partners to test a new cross-sector collaboration format to promote innovative projects. Following the assessment, a "Keys to Success" publication will outline best practices and methodologies.
 - A final round of prototype reviews will take place, followed by the publication of the **"Keys to Success"**, a toolkit to **inspire and support new innovative CCI projects** beyond the CHERRY network.

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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