

CHERRY

making Culture the N°1 ally
of European Recovery

Newsletter #3 February 2025



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 Implemented

Semester 4

The CHERRY partnership welcomed two new members from IPA countries in September 2024: the Municipality of Gjirokaster (Albania) and the Sarajevo Economic Region Development Agency (Bosnia and Herzegovina). Both organizations join as Discovery partners, benefiting from the experience and know-how of ERDF partners.

During Semester 4, Partner 6 - KDRIŪ organized and structured technical content from previous local and international activities into a shared Flipbook, making it available to partners and stakeholders to support their knowledge

Local workshops brought stakeholders together to explore regional policies and trends in using cultural assets through cultural and creative industries (CCI).



Building on the organized content, learning sessions provided partners and stakeholders with practical knowledge about using CCI to boost local growth, transform urban areas, and make better use of cultural assets, with online resources available for ongoing learning.

Nine local study tours gave stakeholders hands-on experience by visiting examples of cultural and urban transformation.

Additionally, a transnational thematic working group in Zemgale, Latvia highlighted successful practices in CCI and urban transformation, paired with a technical workshop for deeper learning.

In the end of February, a Transnational study visit in Marseille, France has been organized.

Partners also engaged in the Policy Learning Platform, contributing to training and sharing knowledge in line with the programme's goals.

In addition, Semester 4 saw the following Pilot Actions take place:

- **Pilot action 1 – Testing of new Public-Private Partnerships financing tools for the enhancement of cultural activities.**

In Semester 4 after sharing experiences, the two partners, PP3 - Regional Council of Kainuu and LP - Friuli Venezia Giulia Autonomous Region, worked with local stakeholders, institutions, and cultural sector representatives to understand their needs, gather their ideas, and get feedback on new ways to support cultural projects. Based on this input, they will begin shaping the call. The goal of the pilot action is to improve policies by combining an interregional perspective—using innovative ideas from the collaboration—and a local focus that considers the unique characteristics of each region.

- **Pilot action 2 – Developing new narratives and digital services for the CCIs.**

Three project partners —Region Provence-Alpes-Côte D'Azur (France), Region of Western Greece (Greece), and the Central Transdanubian Regional Innovation Agency (KDRIŪ)— teamed up for the second pilot activity of the CHERRY project focused on "Developing New Narratives and Digital Services for the CCIs." The aim is to promote digital transformation of the cultural and creative industries (CCI) and further connect cultural and digital professionals to renew narratives and spark new projects.



They organized two transnational working labs, one in Patras, Greece (26/11/2024) and one in Marseille, France (25 and 26/02/2025), bringing together cultural players as artists, theaters, and museums with digital creators involved in podcasts, VR, and more. The goal was to help these groups understand each other better, encourage collaboration, and develop innovative projects and services for policy makers.

Two more training sessions are planned for next semester!

Upcoming Activities

In Semester 5, several activities will bring partners and stakeholders together to share knowledge and enhance their work. Key core activities of the next semester:

- A transnational study visit will focus on how cultural and creative industries (CCI) can drive local growth, with participation from all partners and stakeholders.
- Local workshops will explore policies that support creativity's role in boosting the local economy, guided by experts.
- Partners and stakeholders will also continue to access the project's technical content repository, using it to build their skills, analyze project outcomes, and contribute more effectively.
- A third transnational peering activity will allow partners to share insights on CCI's role in urban transformation, local development, and heritage valorization, incorporating lessons learned from past activities and visits.
- Additionally, partners will participate in training sessions on the Policy Learning Platform, contributing to broader knowledge-sharing efforts.

In addition, the following pilot actions will be carried out.

- **Pilot action 1 – Testing of new partners' financing tools for the enhancement of cultural activities.**

Building on the experience-sharing from Semester 3 and the needs analysis from Semester 4, Semester 5 will focus on finalizing and publishing the pilot calls. These calls will be launched, encouraging municipalities and CCIs in Finland to participate and inviting public and private organizations in Friuli Venezia Giulia (FVG AR) to contribute to enhancing historic parks and gardens. Once applications are submitted, they will be evaluated based on shared criteria, and the results will be communicated between the partners. The selected PPPs will then receive dedicated support services to help them succeed.

- **Pilot action 2 – Developing new narratives and digital services for the CCIs.**

During Semester 5, two additional training sessions will take place in the partners' regions. These sessions will build on feedback from earlier ones, incorporating improvements to make them even more effective. Participants will receive guidance on refining their prototypes, with support provided to evaluate their feasibility and ensure follow-up. These training sessions will also give partners the opportunity to test and develop a new model for cross-sector collaboration aimed at fostering innovative projects. Once the format is finalized, a "Keys to Success" guide featuring best practices and methodologies will be published as a resource for others.

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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CHERRY is implemented in the framework of the Interreg Europe programme and co-financed by the European Union. www.interregeurope.eu