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**CHERRY**

# CHERRY Project's impact on regional policies

Peer to Peer activities

Semester 6

Intercommunale Leiedal

*Bram Tack*

June 2025 | Brasov

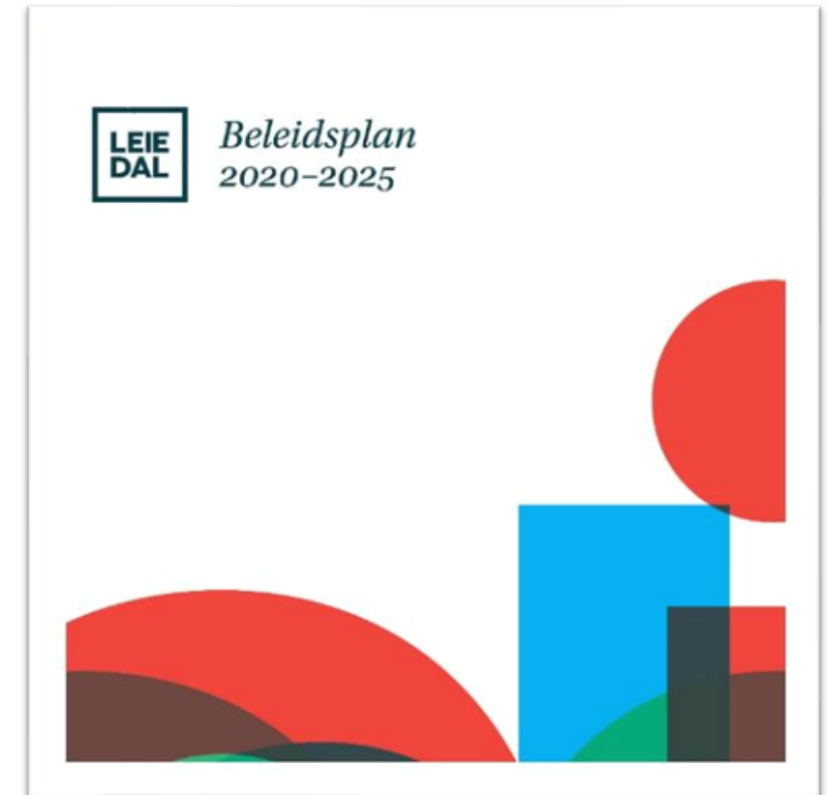
# Context region Kortrijk

**different regional organisations are responsible for several aspects of CCI policy**

- **Leiedal: urban and local development**
- **Zuid-West: cultural heritage**
- **Design Regio Kortrijk: economic development focusses on design and creativity**

# Overview

- **From current Policy Plan Leiedal 2020-2025 to Policy Plan Leiedal 2026-2031**
  - Shared vision for the future
  - Creative methodology through Innowiz (thanks to CHERRY insights and focus on creativity)
  - Input for both local and regional policy planning
- **Strategic exercise Designregio Kortrijk**
- **Zuidwest trajectories on supra-local culture on the one hand, and immaterial heritage on the other**



# Improvement Cherry

**Process**

**Content/the objectives**

**ongoing process**

# improvement Cherry: process

- **system chocks (covid19, climat, energy, geopolitics) → rapid changing context**
- **decision to organise a broader strategic planning process in function of local elections 2024**
- **leads to a common fundament for local and regional policy**
- **A Shared Vision on the Future**
- **For the first time such strong focus on culture, creativity and arts**

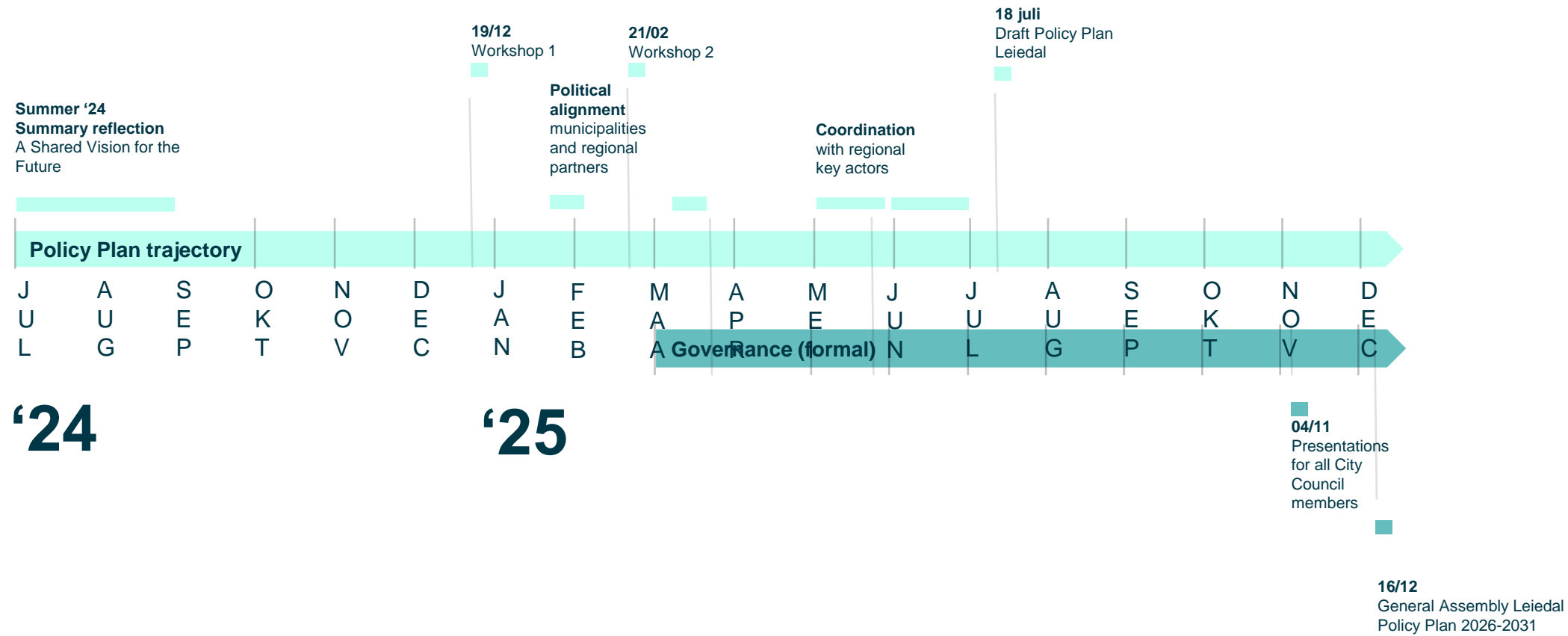


# improvement Cherry: process

- Creative methodology through Innowiz (thanks to CHERRY insights and focus on creativity) management teams 13 municipalities and regional partners define more specific Goals – Actions – Roles and Responsibilities
- Input for both local and regional policy planning
- common ground for further development in each organisation
- What is Leiedal's role as input for own policy plan, and what can we achieve better through partnership? Building on the strengths of each organisation: Designregio Kortrijk, Zuidwest, and others
- The importance of co-creation and strong engagement throughout their trajectories



# Policy Plan Leiedal 2026-2031



# Improvement Cherry: content

- **common document: For the first time such strong focus on culture, creativity and arts**
- **focus Leiedal**
- **sneak peek: cocreation with Zuidwest + Design Regio Kortrijk**



# Policy plan 2026-2031 Leiedal

## Branding Leiedal and the region - global ambition

As a regional actor, Leiedal encourages and supports its partners to help shape and guide the transitions of South-West Flanders **together**. This requires not only a clear vision, but also broad support, co-creation, collaboration, and a strong identity.

As a representative of a region where **innovation and creativity are part of the DNA**, Leiedal aims to approach challenges with ingenuity and boldness. Where needed, the regional development agency involves young talents from the creative network.

# **Reinforce the identity and core strengths of the region (design, gaming, manufacturing ...)**

## **A broader ecosystem with support for CCIs**

**That is why Leiedal, together with social partners, educational institutions, the Provincial Development Agency, and key players such as Flanders Make, Hangar K, and Designregio Kortrijk, forms a coalition of the willing to broaden and deepen our economic ecosystem.**

**We leverage and strengthen regional consultation structures and operate according to the quadruple helix model: government, businesses, academia, and citizens jointly shaping a shared and inclusive economic agenda.**

**We draw inspiration from Brainport Eindhoven, where governments and entrepreneurs actively counter network failures, build value chains, and promote high value-added manufacturing.**

**South-West Flanders can do the same.  
This strategy aligns well with the recommendations of the Draghi Report on European competitiveness.**

# Space and community building

Leiedal also aims to actively contribute to a dynamic ecosystem for start-ups and growing businesses. We create **flexible, future-oriented spaces** that evolve with the needs of young entrepreneurs.

Reuse of vacancy buildings, heritage, mixes projects, urban renewal

We are strengthening our **collaboration** with incubators such as Hangar K and their networks to offer alternatives and continued support for companies that outgrow the incubator phase.

In addition, we actively promote collaboration between start-ups, scale-ups, and established businesses.

*Nice to know: full partnership Leiedal in Hangar K*

# **Regional cooperation and innovative networks**

**Regional transitions are built on dynamism and initiative, and they grow out of innovative thinking.**

**That is why there is a strong case for more active and targeted participation in innovative networks, working groups, and open platforms — both within and beyond the region — where organisations, entrepreneurs, researchers, educational institutions, and citizens collaboratively think and work on the future-oriented development of our region.**

**This is already happening through initiatives such as MyMachine, Designregio Kortrijk, and Hangar K, among others.**

# Designregio Kortrijk



## Quadruple helix reflected in founding partners

Government

Academic

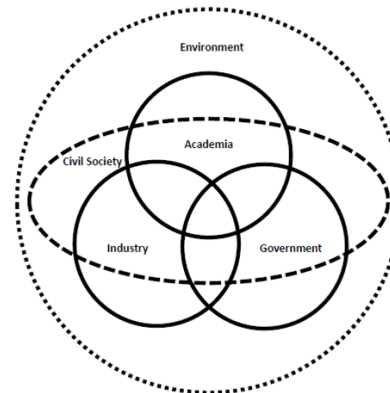
Government

Business  
(Chamber of Commerce)

Business/Society



Member of the  
UNESCO Creative Cities  
Network for Design  
since 2017



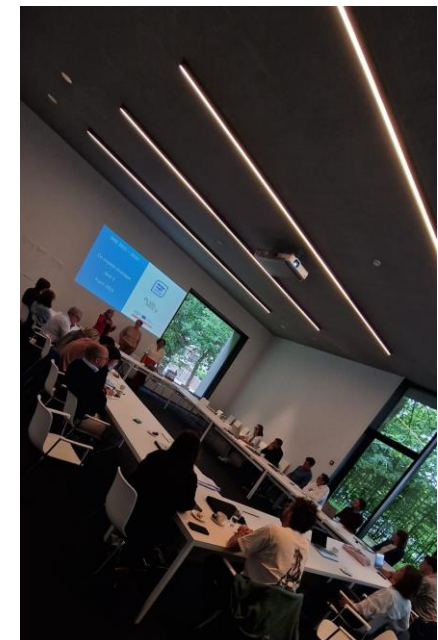
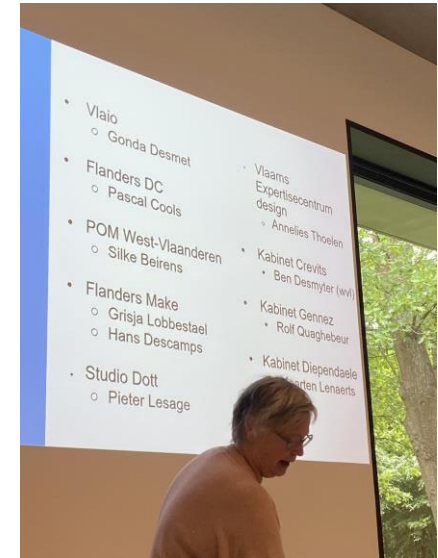
# Designregio Kortrijk

## Strategic exercise

### Some of the topics:

- Important KPI's: socio-economic potential (number of start-ups ...), quality, circularity and inclusivity, quality ...
- Some actions: business coaching creatives (IP, consultancy, legal ...), give talents a stage to show their work, stronger cooperation with education and business ...
- Next Generation!

Results by the end of this year





# Zuidwest (house partner and member of Extended Management team with Leiedal)

Two policy trajectories for the next few years

- Supra-local culture
- cultural heritage

5 sessions, first and last together for cross-pollination



# Zuidwest

- **Supporting municipalities in culture and creativity (regional scale)**
- **Supporting both individual and collective initiatives (artists, creatives ...)**
- **Launch and management of platform [Open Creatives](#) (like in Ghent) to support the community and intensify collaboration**

**Results by the end of this year**