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**CHERRY**

# **CHERRY project's impact on Regional Policies**

## **PP8 – Région SUD Provence-Alpes-Côte d'Azur**

25-26 June 2025 - Brasov

# Improvement of the policy instrument for Region SUD :

## Carte Blanche aux artistes (CBA) Scheme

### Presentation of the CBA Scheme

- Annual program by the Région Sud
- Support for professional artists
- Disciplines: visual arts, music, performing arts, literature, audiovisual
- Grants up to €10,000 per project

### Current Functioning of the CBA

- Annual calls for projects
- Support for creation, production, and artistic dissemination
- Multidisciplinary support

# An experiment based on the pilot action

## Challenge of the pilot action

**Digital Transformation:** How to create opportunities for cultural operators and digital operators to meet and develop new projects.

## Goals

**Strengthen mutual knowledge** and understanding between these operators

**Create the conditions** for emerging and innovative cross-sector cooperation

**New forms** of storytelling and new services

*This pilot action is coordinated by the Southern Region, with its Hungarian (Central Transdanubian Regional Innovation Agency - KDRIÜ) and Greek (Region of Western Greece) partners.*



# Experimentation Project for 2026 - *Focus on the digitalization of artistic projects*

## Stages of experimentation

- Start of **consultation** with cultural stakeholders in June 2025 – Evolution of criteria
- **Launch of an experimentation** within the CBA framework – Calls in autumn 2025
- Projects to start in 2026

## Objectives of the Digital Experimentation

- Support the digitization of artworks
- Encourage immersive and digital creation
- Develop platforms, applications, podcasts
- Renew artistic creation and broaden audiences



# Improvement of the Carte Blanche aux artistes (CBA) Scheme

## Expected Impacts

### **Discovery of New Actors**

- Integration of digital artists and creators
- Diversification of supported profiles

### **Artistic and Territorial Renewal**

- Innovation in artistic forms

### **Breaking isolation of projects in rural areas**

- Better accessibility to artworks

### **Local Economic Development**

- An expanded cultural offering
- Revitalization of territories through digital art

- **Response to Current Challenges**  
Difficult dissemination context  
(inflation, costs)

### **Renewal of audiences**

- Adaptation to new cultural practices

**Any questions ?**

