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CHERRY

CHERRY impact on Regional Programme Veneto ERDF 2021-2027

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Veneto Region addressed policy instrument



Veneto Region **RP ERDF 2021-2027** Priority 1 - Strategic Objective 1.3 -
Strengthening the **sustainable growth and the competitiveness** of SMEs



Actions

development of **existing CCI**s and supporting the **creation** of new ones
+
audio-visual production



Budget

12M€ budget



Assessment

assigned under
administrative
and **quality**
assessment



Calls

2 call for proposals
launched before
CHERRY, **2 foreseen**
in 2026

Expected change in the management



*“Improving the **quality evaluation criteria** and [...] establishing an ex post supporting and networking system, which represented, in the past programming period, an unsolved issue [...] especially about the **selection criteria** of the upcoming calls and the **coordination of the local [...] networks**”.*

(CHERRY AF - section D.2.1.3)

CHERRY project contribution



Introduction of a **new criterium** with reference to the **CULTURAL VALUE** that take into consideration the **three assets considered in CHERRY PROJECT** in order to understand the concrete **contribution of Veneto CCIs to these priorities.**

The data of the analysis will **support** the Culture Department in the 2028-2035 programming phase.

Revision of the **evaluation criteria**



Cofinanziato
dall'Unione europea



REGIONE DEL VENETO

★ **Beneficiaries**

- administrative and cultural experiences

★ **Proposal**

- coherence with the call
- **cultural value (including cultural impact, networking with sectorial and local initiatives and coherence with 3S strategy)**
- financial sustainability
- environmental impact
- coherence with European policies
- pre-selection by hubs or other development programmes
- accessibility and elimination of sense-perceptive architectural barriers

Improvement of the **next calls**



How to **integrate** this question into the **next calls** and how to **assess them**?



- **Venetian Heritage Cluster** (the regional cluster representing Cultural heritage)
- **T2i** (development agency participated by several chambers of commerce of the area)
- **AGIS Triveneto** (Association that represent the Performing Arts in North East of Italy (Veneto, Friuli Venezia Giulia and Trentino Alto Adige));
- **Veneto Union of Chambers of Commerce** (the consortium of the 5 Chambers of Commerce in Veneto)
- **Confindustria Veneto** (representative organisation of Veneto manufacturing and service companies)

Topic for the next
Local Stakeholders*
meeting
15th July 2025