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CHERRY project's policy impact on Regional Policies

**Transnational Peer Activity n. 3
25–26th June 2025 Brasov**



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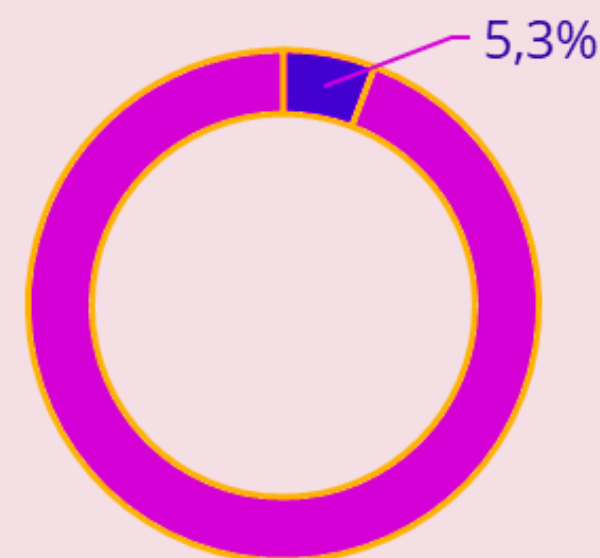


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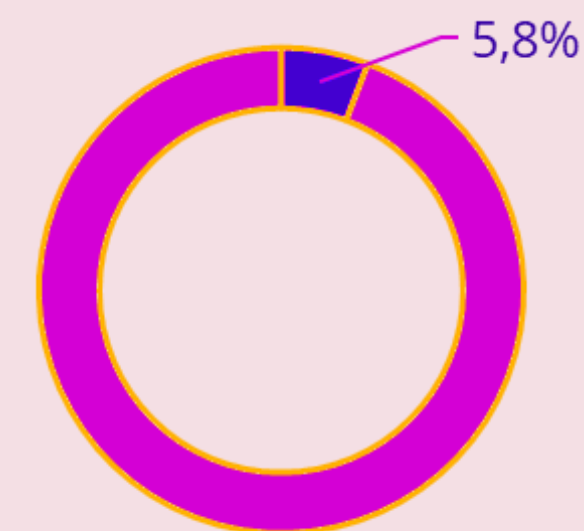
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Regional FVG AR context

CCIs IN FRIULI VENEZIA GIULIA



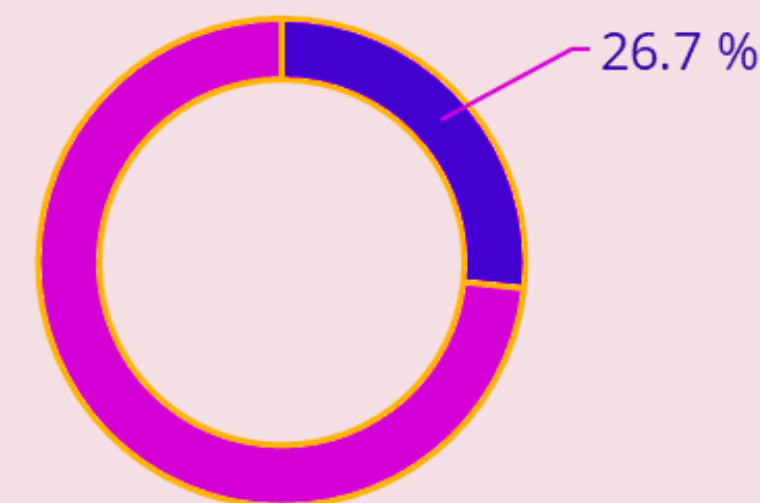
■ CC Sector
■ Remaining Economy



■ CC Sector
■ Remaining Economy

The **cultural and creative production system** in FVGAR represents **5.3%** of the regional economy, with **over 1.8 billion euros**.

The sector involves over **33.000 workers** and **5.287 enterprises**, which represents **5.8%** of the employed people in the Region



■ Organizations operating in CCIs sector

FVGAR ranks **4th** for the percentage of **non profit organizations** operating in the cultural and creative sector with **26.7%** of the total **for-profit enterprises** operating in the same sector.

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Parks and Gardens in FVG AR



THE GLORY OF GREEN

A guide of 50 historic parks and private gardens in Friuli Venezia Giulia (ERPAC, 2018)

- 410 public and private gardens and parks listed (2022)
- 189 sites surveyed (2022)
- 110 private sites surveyed (2022)

Challenge

The owners of private gardens often struggle to cover the costs needed for public openings



Solution

The cultural and creative sector has been able to adapt to people's new demands and needs during the pandemic, taking advantage of open spaces

Regional Law n. 23/2015

ART. 1

FVGAR recognises the enhancement of culture as a fundamental objective of its governance and strategic factor in the development of community.

The policy instrument focuses on the preservation and valorisation of cultural heritage.



Topics of interventions



MUSEUMS

- Ecomuseums
- Museums network
- Ethnographic museums



TANGIBLE AND INTANGIBLE CULTURAL HERITAGE

- Archeological heritage
- Fortified architectures
- Industrial archeology
- Historical residence and gardens



LIBRARIES AND ARCHIVES

- Regional libbrearies network

Forms of funding

FVGAR accords:

100% grants
for the investments
incurred for
museums'
maintenance and
digital innovation

90% grants
covering management
activities for the
development of
Eco museums

100% grants
for museums part of
the **Regional**
EthnographicHistoric
al and **Social**
Museum

Other contributions are
provided to
archeological
heritagesites,
libraries and **cultural**
associations

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State of the art

Traditional forms of funding

After the pandemic crisis, the support seems outdated.



Challenges

Find more sustainable forms of support for cultural heritage

Taking into consideration citizens' needs, asking for outdoor cultural experiences

Our goals



Involve private regional parks and gardens in new forms of PPP



Organise public cultural activities, sustainable development, urban regeneration



Test new policies in support of cultural heritage, never considered so far by Regional Law 23/2015



Test innovative supporting measure through a call for proposal, selecting projects and supporting their implementation

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Thank You!

Elena Mengotti

**Friuli Venezia Giulia Autonomous
Region**

