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**CHERRY**

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

Policy instrument PP4 - Central Region Programme  
(CRP), Priority 1.1.



TRANSNATIONAL PEERING ACTIVITY N3

Brasov 25 June 2025

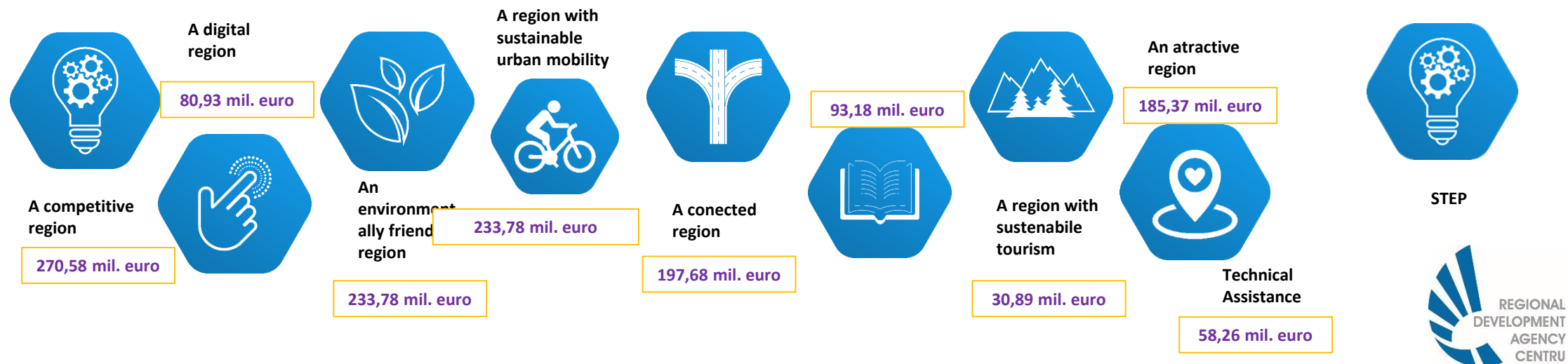
# Policy instrument

- ◆ **Name of the policy instrument: Central Region Programme (CRP) 2021-2027 Priority 1 - A competitive region through innovation, digitisation and dynamic businesses, Specific objective 1. Developing and enhancing research and innovation capacities and the uptake of advanced technologies (CRP 1.1.)**

**1,4 bld eur (ERDF+ SB)**

**REGIO**   
Programul Regiunea Centru 2021-2027

*" Together we build a better region!" – 9 priorities*



# Policy instrument - overview

- ◆ Name of the policy instrument: Central Region Programme (CRP), Priority 1 - A competitive region through innovation, digitisation and dynamic businesses, Specific objective 1. Developing and enhancing research and innovation capacities and the uptake of advanced technologies (**CRP 1.1.**)

- ◆ Short description: support research, innovation & investments related to the economic sectors included in the RIS3 Centru 2021-2027.

P1.1. corresponds to Policy Objective 1: “A more competitive and smarter Europe by promoting innovative and smart economic transformation and regional ICT connectivity” from the Cohesion Policy

## **RDA Centru was designated as MA for CRP 2021-2027 – OUG 122/2020**

CCIs are a priority sector in the Regional Smart Specialisation Strategy 21/27, a regional document drafted and managed by RDAC.

- ◆ **Geographical scope:**  
Country Romania  
Nuts 1: Macroregion 1  
Nuts 2: Centru



# POLICY INSTRUMENT & what we aimed through CHERRY Project

- ◆ CHERRY project - a **valuable platform for peer learning & GPs exchange**, enabling PP04 to identify targeted actions to improve the management of CRP P1.1
- ◆ Policy change envisaged in the AF: **change in the management of the instrument & new projects**
- ◆ **How?** By improving the way that CCIs' are addressed within CRP P1.1.
  - ◆ **Regional assessment of the needs - SWOT analysis**
  - ◆ **Integration of the lessons learned within CHERRY project** into the guidelines for the calls of proposals for CRP P 1.1 - supporting the CCIs.
  - ◆ Support **interregional cooperation among CCI actors** (emphasising interregional synergies and collaboration as a way to amplify the impact of CCI in the region)
  - ◆ **Draw inspiration from how other PPs integrate the CCIs sectors into their policies:** taking a closer look at how other PPs are supporting and monitoring the implementation process – PP4 aimed to finetune the programme's guidelines in line with the regional needs & the current EU policy approach and to improve those policies that can contribute to the revival of the CCI sectors at the regional level and ensure better cooperation



# Policy Improvements:

◆ **Reported in S3** - Change in the management of the policy - *better integration of CCI in CRP P1.1*

◆ **How?**

- **PP04** is both a partner in the CHERRY project and the **MA** for the **CRP 2021-2027**.
- The MA is responsible for drafting the guidelines and state aid schemes for the calls launched under **CRP**.
- After the **public consultations on the guidelines for PO1 calls** – the regional actors, including CHERRY RSG - **requested the expansion of eligible activities under the CCI sector.**



## Key Arguments:

- CCI is a sector in RIS3 Centru
- Shared experiences and best practices across CHERRY partners (e.g. Hangar K, Venice Heritage Tower, Veneto's Law 13/2014)
- Regional discussions held during the local stakeholder group

# Key Policy Improvements:

## What we achieved?



- ⇒ The MA identified additional eligible NACE codes linked to CCI.
- ⇒ The MA updated PO1 guidelines and the state aid schemes, by adding **26 new CCI-related NACE codes**.
- ⇒ The updated guidelines reflect more accurately the role of CCI in the regional innovation and economic ecosystem

## Immediate Results

- ◆ Support innovation in the SMEs active on the CCIs sectors (e.g. 80 % of the projects submitted under A 1.3.1 targeted CCI sectors)
- ◆ Facilitate cross-field collaboration – academia - private sector collaboration (A 1.3.1, A1.2.1, A112)





# Impact of the policy change

- ◆ **Diversification** of cultural activities as a result of the new projects supported by CRP
- ◆ **New jobs** will be created and **new skills** will be acquired
- ◆ New opportunities for **partnerships and cooperation** between stakeholders from the CCI sector, NGOs, academia, local authorities
- ◆ In the longer term, we can expect the **multiplier effect in economy** of better financing of CCIs to be more visible at regional level, and other economic branches such as tourism and ITC could also benefit from this policy change



# Impact of the policy change

- ◆ **More businesses active** in the CCI sector due to better financing opportunities
- ◆ Significant **increase in employment** in CCI sector and related sectors
- ◆ Sizeable **increase in annual turnover** of the CCI sector at regional level
- ◆ Increasing the **share of the CCI sector** in the economy of Centru Region
- ◆ A more prominent role for culture as a **ferment of economic and social transformation** at regional level





# Thank you!

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