



TRANSNATIONAL PEERING ACTIVITY N3

Brasov 25-26 June 2025

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Agenda of the day: 25 June 2025

◆ Day 1: 25 June 2025

Venue: Apollonia Cultural Centre (22 Michael Weiss Street, Braşov 500031)

09:30 – 09:45 Keynote Speech

Representatives from the region and local authorities will deliver opening remarks.

- Ms. Elena Mengotti, coordinator from Friuli-Venezia Giulia Region
- Mr. Adrian Iatan, Vice-president of Brasov
- Mr. Iosif Trif, spokesman of Brasov Philharmonic Hall representing Brasov Municipality
- Mr. Oprea Dan, artistic director of Apollonia Cultural Centre
- Ms. Ovidia Caba, director of Regional Policies and Programming Unit RDA Centru

09:45 – 11:00 Presentation of Good Practices (GPs) – Centru Region

Showcasing successful initiatives and insights from the Centru Region.

- Cultural Infrastructure as a Driver of Urban Transformation – **Sala Patria Brasov**, Ms. Mihaela Damian & Mr. Filip Crisan, Brasov Municipality
- The **Museum of Urban Civilisation of Braşov**, an example of urban regeneration, Ms. Elena Cuşai, Brasov County Council



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11:00 – 12:30 **Lessons Learned & Good Practices – parallel sessions**

Project partners (PPs) & regional stakeholders will share key takeaways and lessons learned from CHERRY project

The session will be divided into **three parallel groups**, based on thematic focus:

- **Session A: CCI & Urban Transformation** facilitated by **Ms. Alexandra Hîncu**, country representative of **EIT Urban Mobility in Romania**
- **Session B: CCI & Local Development**, facilitated by **Mr. Andrei Zamfirescu**, researcher within **Theatrical and Multimedia Research Institute**
- **Session C: CCI & Natural and Cultural Heritage**, facilitated by Mr. Valer Rus, museographer & manager at **Casa Muresenilor Museum**

Each session will explore specific challenges related to the topic at hand. Facilitators will guide discussions and encourage reflection among participants. Attendees are invited to join the session that aligns best with their interests or expertise.

In the last 20 minutes, all groups will re-group for a joint reflection and synthesis of the key insights from each session.



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Agenda of the event

◆ Day 1: 25 June 2025

12:30 – 14:00 **Lunch**

14:00 – 15:45 **CHERRY project's impact on Regional Policies**

A collaborative workshop aimed at fostering discussion on how the CHERRY project has influenced regional policies.

- Each region will share insights about the project's impact on regional policies
- Partners will exchange views, present the policy changes, and reflect on the long-term impact of the project at regional level.



Agenda of the event

Day 1: 25 June 2025

15:45 – 16:30 Transfer

16:30 – 18:00 Cultural Visit – Braşov Citadel Highlights

A guided tour featuring:

- The Black Church
- Inspiratio Art Gallery
- Museum of Urban Civilization of Braşov

19:30 – 21:30 Dinner Sub Timpa Restaurant

Location Alea Tiberiu Brediceanu, Braşov 500014, Romania

<https://maps.google.com/maps?ll=45.639406,25.593851&z=14&t=m&hl=en-GB&gl=US&mapclient=embed&cid=6390936363612111199>

The restaurant is located on the pedestrian alley, near the Tampa cable car



Agenda of the event – a 2 day event

◆ Day 2: 26 June 2025

09:00 **Transfer by bus**

Departure to Bran Castle - one of the most iconic landmarks in Transylvania, widely known as the legendary home of Count Dracula.

09:45 – 11:00 **Study Visit 1 – Bran Castle**

An immersive visit highlighting cultural heritage and showcasing successful initiatives from the Centru

11:00 – 10:00 **Parner's meeting**

Venue: National Bran Museum

An internal session coordinated by the Lead Partner (**RFVG**), focused on project and financial management, pilot actions, and planning next steps.

11:00 – 12:30 **Lunch Break**

14:00 **Closure of the Activity & Transfer to Braşov**

Final remarks, followed by return transfer to Braşov.

