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CHERRY

CHERRY project's impact on Regional Policies

PP7 – Region of Western Greece

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REGION OF WESTERN GREECE

full of contrast!

Policy Instrument of RWG

Regional Operational Programme of Western Greece 2021-2027 (From AF)

- ❑ The vision of the ROP of Western Greece is to provide a holistic strategy for the transformation of the Region into a fair, smart and efficient European Region, which will be a hyperlocal hub of technology, innovation, research and creativity, a model of social solidarity and cohesion, a place of promotion of volunteerism and culture.
- ❑ Through the establishment and the improvement of the ROP, the RWG aims to become a body for decision-making, implementing socially and spatially equitable policies, utilizing the available technological tools and improving its administrative readiness.
- ❑ The strategic aim is "Improving competitiveness in production, strengthening entrepreneurship in terms of innovation, extroversion and digital reinforcement" and the draft specific objectives are
 - ✓ i. Reaping the benefits of digitization for citizens, companies, research organizations and public authorities,
 - ✓ ii. Developing skills for smart specialization, industrial transition and entrepreneurship,
 - ✓ iii. Developing and enhancing research and innovation capacities and the uptake of advanced technologies,
 - ✓ iv. Developing and enhancing research and innovation capacities and the uptake of advanced technologies,
 - ✓ v. Enhancing sustainable growth and competitiveness of SMEs and job creation in SMEs including by productive investments"



CHERRY impact & Policy Instrument Improvements

New projects financed by the instrument (Expected to be achieved by the end of semester 6)

- ❑ CHERRY project is implemented by the Directorate of Development planning of Western Greece Region.
- ❑ Directorate of Development planning is the intermediate body of implementing the policy for CCIs, having the authorization for the planning and delivery of a call for CCIs.
- ❑ CHERRY project is a source of inspiration that can support the funding of CCI projects through new calls:
 - ✓ **9 CCI projects proposals** submitted through the pilot activity of CHERRY project (a public call was launched in November 2024). These 9 projects will be supported for funding by preparing Mini-Business Plans & Memorandum of good practices - keys of success manual, providing recommendations for improvements and favouring the conditions for synergies with digital operators from Greece & other CHERRY countries.
 - ✓ Through a call published by the RWG (12/2024 – 4/2025), **over 20 project proposals have been submitted for funding** in the context of the Tourism - Culture - Creative Industry sector. The terms of the call have been influenced by CHERRY project, taking into account the needs of the CCIs actors and the experiences gained from project activities (*stakeholders' meetings – thematic workshops – SWOT analysis – Best practices – Transnational study visits*).



CHERRY impact & Policy Instrument Improvements

New projects financed by the instrument (Expected to be achieved by the end of semester 6)

- ✓ Rural Transformation funding: On 2/6/2025 was approved for funding the Re-use of ex-tobacco industry in Pyrgos as a Creative & Cultural Center (Industrial complex restoration, Cinema theaters (398 & 170 seats) & recording studios).
Funding: 13.585.655,00 € (ERDF, Call: 4A.vi.1ε/1, MIS: 16965)
- ❑ PP7, through project's activities (stakeholders' meetings, local thematic workshops, SWOT analysis, Good practices, transnational study visits) has:
 - ✓ further identified the needs and the obstacles of the CCI sector as well as opportunities that arise.
 - ✓ Support stakeholders & actors of the CCI sector to improve the maturity of the participation procedures and prepare them for applying in the upcoming calls of the RIS3 (part of the regional instrument Regional Operational Program of the Region of western Greece).
- ❑ In other words, PP7 through CHERRY activities, had improved the entrepreneurial discovery process that will contribute to more tailored calls for funding.



CHERRY impact & Policy Instrument Improvements

(from the AF)

Change in the management of the instrument (Expected to be achieved by the end of semester 6)

Through CHERRY's activities we'll change in the management of the policy instrument (improved governance) related to:

- a revised methodology for evaluating the performance of the policy instrument
- the introduction of new criteria for selecting the projects supported by the policy instrument
- a more efficient way to publicise/advertise the calls for proposals launched under the policy instrument.

The experiences by our first call for proposals combined with transferred experiences and best practices of the project will lead to a revised framework of governance for the creative sector.

Additionally, the project will be source of inspiration and input for our new RIS3 strategy which will start shaping in 2023.



CHERRY impact & Policy Instrument Improvements

Regional Operational Programme of Western Greece 2021-2027

Change in the management of the instrument (Expected to be achieved by the end of semester 6)

- ❑ PP7, through local thematic workshops, Stakeholder meetings & the pilot activities, had the opportunity to further identify the needs and the challenges of the CCIs in the region and shape the new calls for funding tailored to their needs.
- ❑ The terms & the evaluation criteria of the calls (these that have been launched & those expected to be launched) have been influenced by CHERRY activities, improving in this way the management of the instrument.
- ❑ Several synergies with other funding programmes have been created, increasing the opportunities for funding to CCI actors



Questions ?



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