

CHERRY

making Culture the N°1 ally of European Recovery

Newsletter #1 December 2023



SOCIAL

Culture and sustainable tourism



Project Intro

Objective

CHERRY is an interregional cooperation project for improving culture and sustainable tourism policies. It aims at valorising natural and cultural heritage with the support of Cultural and Creative Industries (CCIs) to make culture the no 1 ally of European recovery after the pandemic.

Partners

- 📍 Friuli Venezia Giulia Autonomous Region, Department for culture and sports, Italy. (Lead Partner)
- 📍 Veneto Region, Italy.
- 📍 Kainuu Regional Council, Finland.
- 📍 Centru Regional Development Agency, Romania.
- 📍 Zemgale Planning Region, Latvia.
- 📍 Central Transdanubian Regional Innovation Agency (KDRIÜ), Hungary.
- 📍 Region of Western Greece, Greece.
- 📍 Region Provence-Alpes-Côte D'Azur, France.

Duration

01 Mar 2023 – 31 May 2027

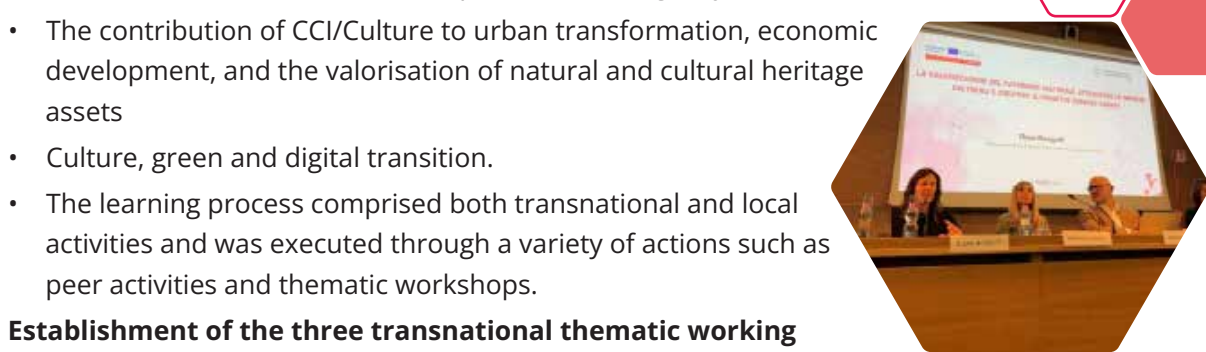
Budget

1.939.948 €

Activities Implemented

The CHERRY partners carried out the following activities during the project's semester 1:

- **Examination of needs, SWOT and local expectations guidelines**
 - Conducted an assessment of the needs and potentialities of the policy areas involved
 - Formulated a SWOT analysis, considering Culture/CCI across three axes (CCI and urban transformation, CCI and local development, CCI and the valorisation of natural and cultural heritage assets)
 - Executed a survey directed towards the target users.
- **Overall learning process methodology formulation**
 - Culture & CCI after the COVID-19 pandemic emergency
 - The contribution of CCI/Culture to urban transformation, economic development, and the valorisation of natural and cultural heritage assets
 - Culture, green and digital transition.
 - The learning process comprised both transnational and local activities and was executed through a variety of actions such as peer activities and thematic workshops.
- **Establishment of the three transnational thematic working groups/transnational peering activity**



CHERRY partners established three transnational working groups composed of partners' representatives.

- **Meetings with local stakeholders**



Each partner organised a stakeholders' meeting to exchange knowledge and information and to support the ongoing assessment analysis.

- **Participation in the policy learning platform**

The partners actively participated and contributed to training actions on the policy platform, aligning with the events organised at Programme level.
- **Project launch**

Each partner orchestrated a communication event, engaging stakeholders and presenting the project's activities and anticipated results.
- **Online presence**

The official CHERRY project website was created in addition to social media pages on Facebook, LinkedIn and X, featuring regular updates of CHERRY's latest news and events.
- **Project start-up video**

The project's video was launched across its online platforms to communicate the project to stakeholders and the general public.

Upcoming Activities

For Semester 2 of CHERRY, the Partners will undertake the following activities:

- **Mapping at local level**

Each project area will map relevant cultural actors, creative practitioners, and CCIs.
- **Criteria to identify and select good practices**

A guideline with criteria to select the good practices will be elaborated.
- **Identification of local practices by local stakeholders**

From the mapping phase, a total of 72 practices will be mapped in all project areas
- **Selection of 18 good practices with the transnational thematic working groups**

A total of 18 good practices will be selected focusing on the project's 3 axes.
- **Transnational peering activity**

Partners will share know-how on the 3 axes of the CHERRY project.
- **Policy learning platform participation**

Partners will be available to participate and contribute to training actions.

Stay Tuned

Stay tuned for upcoming CHERRY news and events as we navigate this transformative journey together, aiming not only to overcome challenges but to emerge strengthened.


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