

CHERRY

making Culture the N°1 ally of European Recovery

Newsletter #1 January 2024



SOCIAL

Culture and sustainable tourism

Welcome to CHERRY!

An Interreg Europe project set to revolutionise cultural and creative policies, that will have also impact on tourism sector across Europe.

Our mission?

To empower Cultural and Creative Industries (CCIs) to enhance natural and cultural heritage, local development and urban transformation, transforming them into driving forces for European recovery.

Emerging from the pandemic stronger

CHERRY is committed to revitalising Europe's cultural landscape after the COVID-19 pandemic. We aim to integrate CCIs into sustainable tourism strategies, fostering economic growth and community engagement.

A few numbers



1,939,948 € budget



01 Mar 2023- 31 May 2027



9 partners

Partnering for success!

Join us on this journey with a consortium of **9 partners**: Friuli Venezia Giulia Autonomous Region (Italy), 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), Provence-Alpes-Côte D'Azur (France), and Intercommunal Leiedal (Belgium).



Overview of Semester 1

Key activities we carried out in Semester 1, include:



1st meeting in person in Trieste

We had the opportunity to meet in person at the 1st CHERRY Technical Committee, which was held in Trieste, Italy on the 12th & 13th of June 2023.

Elaboration of the overall learning process methodology

We designed an overall learning process methodology based on a) Culture & CCI after the COVID-19 pandemic emergency; b) the contribution of CCI/Culture to the urban transformation; the economic development; the valorisation of natural and cultural heritage assets; and c) Culture, green and digital transition.



Meetings with local stakeholders

We organised 9 stakeholders' meetings & 9 local events (one in every involved area) to introduce project's activities, exchange knowledge and information and support the on-going assessment analysis. A thematic session was included to enhance knowledge on the opportunities for CCI and the Culture in the frame of the recovery from COVID-19 health emergency.

Communication & online presence



We developed the project's communication strategy including the set-up of CHERRY's online presence with an **official project website** and social media pages featuring regular updates of all the project's latest news and events. We also produced and launched the **project's video**.

Coming up in Semester 2

We're excited to unveil CHERRY's upcoming activities for the next semester! These include:

- **Local-Level Mapping:** We'll identify and connect with key cultural actors, creative practitioners, and CCIs across each project area.
- **Establishing Good Practice Criteria:** We'll elaborate a guideline with criteria to select good practices. Criteria will define: a) how to identify and select them; b) the content of these practices and the relationships with the main project topic and the 3 "entries"; c) the target addressed and the territorial "coverage" of the potential practices.
- **Unveiling Local Practices:** Through the mapping exercise, we'll identify a total of 72 practices across all project areas.
- **Selecting Exemplary Practices:** Together with transnational thematic working groups, we'll choose 18 outstanding practices that align with the project's three axes.
- **Sharing Knowledge & Expertise:** Partners will engage in transnational peering activities to exchange know-how and experiences related to the CHERRY project's three axes.

Together, we'll empower CCIs to drive European recovery

Join us as we embark on this transformative journey, empowering Cultural and Creative Industries to drive the twin transition, increasing economic resilience and sustainable tourism across Europe.

Stay tuned!

Check out all CHERRY news and events on the project's website and social media platforms as we work together to make culture the driving force of a brighter future!

