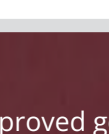


CHERRY

Good Practices Brochure: 21 Solutions for Cultural & Creative Industries

February 2026



SOCIAL Culture and sustainable tourism



Introduction

The CHERRY project presents 21 expert-approved good practices designed to support and accelerate the recovery of Europe's Cultural and Creative Industries sector. Born from the urgent need to address the pandemic's devastating impact on CCIs—among the hardest hit sectors in Europe—this curated collection examines proven solutions through three essential lenses: the specific problem each practice addresses, expert validation of its effectiveness, and clear implementation guidance. Spanning CCI and urban transformation, entrepreneurship, and cultural heritage valorization, these practices demonstrate how innovation, digital transformation, and creative collaboration can turn crisis into opportunity, making culture a cornerstone of European resilience and sustainable growth.

21 Expert-Approved Good Practices



1. Kainuu Future Fund and AV support grants
(Finland, Pohjois- ja Itä-Suomi – Kainuu)

Regional funding supports film and TV productions to boost jobs, tourism and visibility in a peripheral area. Grants build local AV skills and infrastructure while generating spillovers for hospitality, retail and services. A transferable model showing how targeted cultural investment can deliver measurable regional development.

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2. Audiovisual Fund FVG
(Italy, Friuli-Venezia Giulia)

A regional fund created to grow an underdeveloped audiovisual sector via recurring calls for training, development and distribution. It strengthened local companies, raised production quality and increased international visibility through strategic partnerships. Transferable as a long-term policy tool to build a complete AV supply chain.

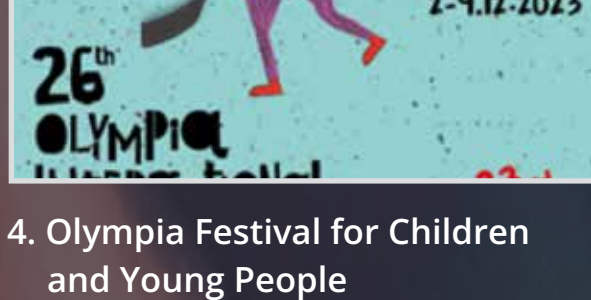
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3. Creative Hub of Patras
(Greece, Region of Western Greece – Patras)

A protected historic slaughterhouse was renovated into a creative hub, giving CCIs space and structured support. Through targeted calls, stakeholder engagement and cultural programming, it revitalises heritage, anchors local identity and stimulates the creative economy. Replicable for heritage-led cultural regeneration.

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4. Olympia Festival for Children and Young People
(Greece, Region of Western Greece)

A festival using cinema to expand cultural participation, learning and inclusion for children and young people, especially in rural areas. Built on competitions, youth film labs, school workshops and an industry pitching strand. Transferable as a structured model for creative education and international youth engagement.

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5. Digital Park-Museum
(Greece, Region of Western Greece)

A digital heritage initiative combining physical installations and an online platform to make regional history accessible and engaging. With thousands of mapped cultural sites, it supports education and cultural tourism, backed by strong outreach and regional digitalisation policy. Replicable for modern, user-centred heritage interpretation.

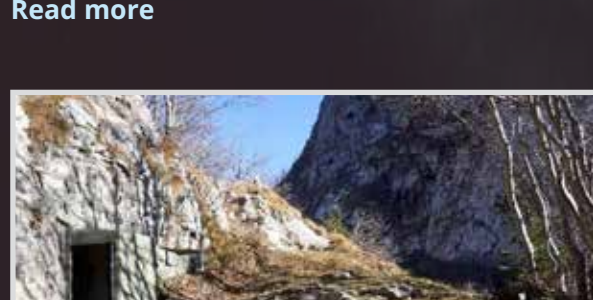
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6. Territory cultural-based regeneration: call for projects
(Italy, Veneto)

A regional call funding community-led cultural projects that regenerate spaces through heritage, contemporary art and participation. Small grants supported high-impact initiatives that strengthen local identity and networks. Transferable as a low-cost instrument for culture-driven urban renewal.

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7. Frontiera Est
(Italy, Friuli-Venezia Giulia)

A multilingual digital portal connects Cold War defensive sites, coordinating fragmented local efforts and creating integrated visitor routes. It boosts visibility, collaboration and tourism transferable for underused heritage.

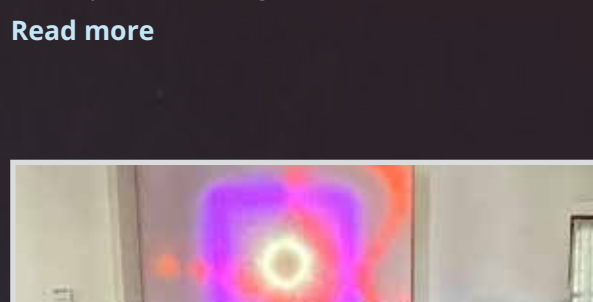
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8. Call for projects: SME innovation via CCIs
(Italy, Friuli-Venezia Giulia)

A cross-border funding scheme supporting collaborations between traditional SMEs and CCIs to develop new products and services. It tackles the under-recognition of CCIs in economic policy by formalising cross-sector partnerships. Transferable as an innovation lever that improves SME competitiveness through creativity.

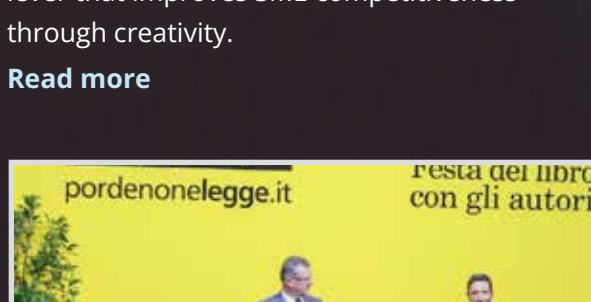
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9. EUREKA – Fair for culture and creativity
(Italy, Friuli-Venezia Giulia)

A trade-fair format tailored to CCIs, combining exhibition visibility with structured B2B meetings to generate partnerships with businesses. It helps integrate the creative sector into economic development policy and unlocks new collaborations. Transferable for regions seeking practical market access tools for CCIs.

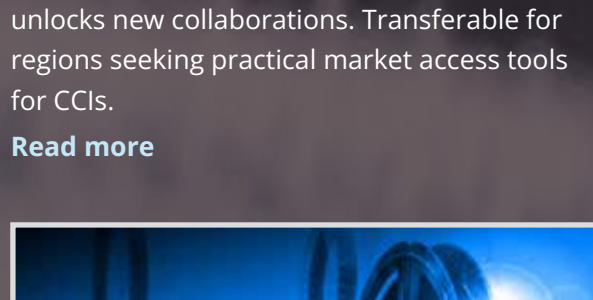
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10. Pordenone Book Festival
(Italy, Friuli-Venezia Giulia – Pordenone)

A city-wide literary festival that rebranded an industrial town and revived its centre by activating buildings and public spaces. Large audiences, distributed venues and strong community involvement generated pride, tourism and economic activity. Transferable for towns seeking culture-led place transformation.

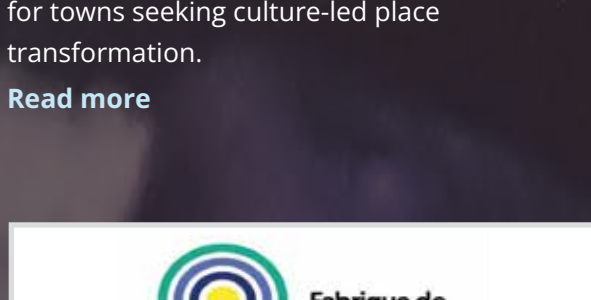
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11. Veneto Region for quality cinema
(Italy, Veneto)

A long-running programme promoting arthouse cinema through low-price screenings on quieter weekdays, with the Region covering venue costs. Operator training improves audience engagement and film literacy. Transferable as a cost-efficient way to support cinemas, widen access and build sustainable viewing habits.

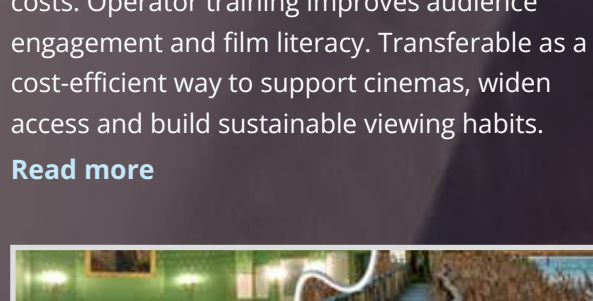
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12. Fabriques de territoire
(France, national)

A national scheme funding “third places” that act as anchor hubs, strengthening smaller local spaces and boosting territorial cohesion. Through open calls and flexible support, it prioritises fragile rural areas and nearby neighbourhoods. Transferable as a scalable framework for social innovation and community infrastructure.

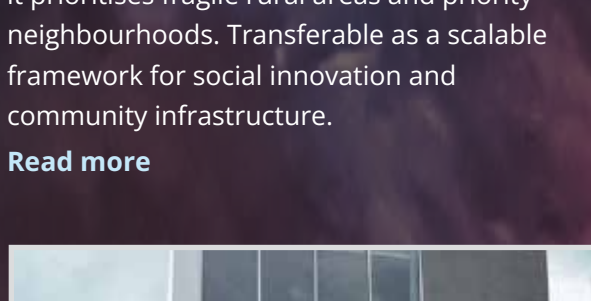
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13. Official recognition of Ecomuseums
(Italy, Veneto)

A regional law sets standards and an official recognition process for ecomuseums, supporting community-led heritage care. Scientific committees, community pacts and annual networking strengthen credibility, learning and cooperation. Transferable as a soft-governance approach that empowers bottom-up heritage stewardship.

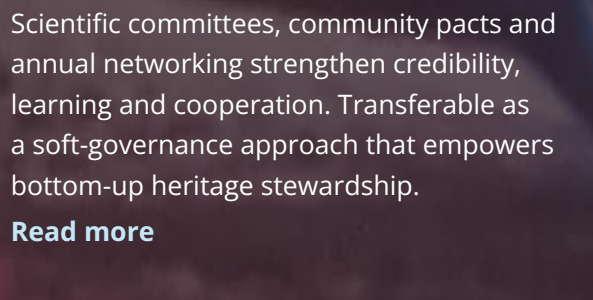
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14. Architecture Map South West Flanders
(Belgium, West Flanders – Kortrijk region)

A curated digital map showcasing high-quality architecture and public spaces, selected through an open process and expert committee. It supports planning, tourism and education while promoting built heritage and design excellence. Transferable as a low-cost visibility tool that raises spatial quality standards.

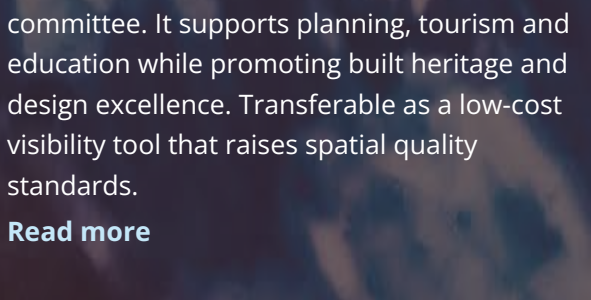
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15. Open Call WinVorm
(Belgium, West Flanders)

A competition-based procurement procedure helping public bodies select designers for architecture, urbanism and landscape projects. It improves commissioning quality, ensures legal compliance and fair remuneration, and opens opportunities for emerging designers. Transferable as a structured method to raise public project quality.

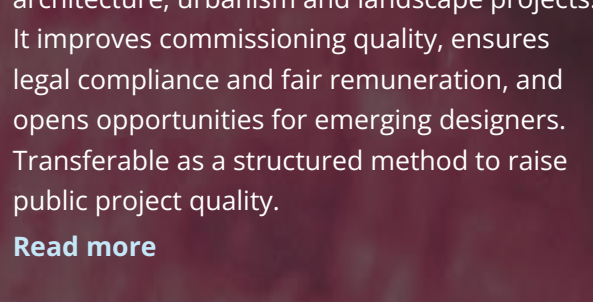
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16. Unprotected Small Rural Heritage regional call
(France, Provence-Alpes-Côte d'Azur)

An annual call funding restoration of small, unlisted heritage linked to public access and educational or tourism activities. It supports local crafts, rural life and visitor attractiveness through regional partnerships. Transferable as a rural revitalisation tool.

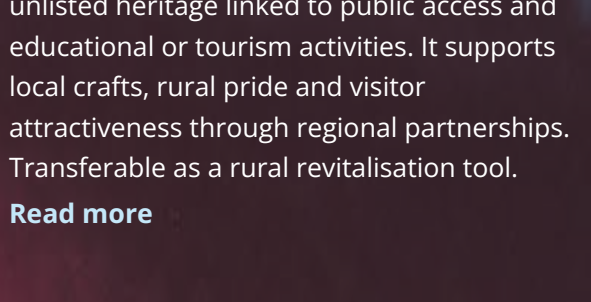
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17. COSQUER Méditerranée
(France, Provence-Alpes-Côte d'Azur – Marseille)

A scientifically accurate 3D replica of an inaccessible prehistoric cave threatened by rising seas. Delivered through strong public governance and private operation, it expands access, supports education and raises climate awareness while creating a sustainable cultural destination. Transferable for at-risk or inaccessible heritage sites.

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18. Citadel of Marseille: renovation & transformation
(France, Provence-Alpes-Côte d'Azur – Marseille)

A former military fort opened to the public as a cultural venue, combining heritage restoration with residences, events and innovative programming. It prioritises ecological practices and social inclusion, supported by public-private partnership. Transferable for reusing complex heritage sites sustainably.

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19. MyMachine
(Belgium, international model)

A co-creation education programme linking primary, higher and adult students to turn children's ideas into real prototypes. It builds creativity, collaboration and problem-solving through project-based learning and public exhibitions. Transferable via local partnerships using a proven franchise methodology.

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20. Hangar K
(Belgium, West Flanders – Kortrijk)

A renovated railway warehouse transformed into a co-creation hub and incubator for digital and creative entrepreneurship. Built through city-led investment and strong public-private-academic partnerships, it supports start-up growth and innovation ecosystems. Transferable for cities repurposing assets for innovation.

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21. Contrei Live
(Belgium, West Flanders – South West Flanders, 13 towns)

An international art trail translating a spatial vision into accessible public experiences focused on water, climate and landscape. Artistic installations and educational tools encouraged public dialogue, tourism and policy awareness. Transferable as a culture-led method for communicating territorial strategies.

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