

CHERRY

making Culture the N°1 ally of European Recovery

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SOCIAL

Culture and sustainable tourism



Project Intro

Objective

CHERRY is an interregional cooperation project aimed at improving culture and sustainable tourism policies by strengthening the role of Cultural and Creative Industries (CCIs) in post-pandemic recovery. Through cooperation among public authorities and stakeholders from Italy, Greece, Hungary, Romania, Belgium, France, Latvia, Albania, Bosnia and Herzegovina, and Finland, the project supports CCI resilience by focusing on urban transformation, local development, and the valorisation of natural and cultural heritage assets.

Activities

Semester 6

During Semester 6, the CHERRY project entered a key implementation phase, consolidating learning outcomes and advancing pilot actions while reinforcing policy learning at both local and transnational levels.

Transnational Study Visit

A key highlight of the semester was the **Transnational Study Visit held in the Friuli Venezia Giulia Autonomous Region from 14 to 16 October 2025**, focusing on **CCI and local development**.



At the 3-day event hosted by the Lead Partner, participants visited **Trieste, Gorizia, and Cividale**, engaging with concrete examples of culture-led development linked to the **European Capital of Culture 2025 Nova Gorica-Gorizia**. The programme included site visits and discussions on the revitalisation of historic districts such as **Borgo Castello and Via Rastello**, showcasing interventions supported by the National Recovery and Resilience Plan and driven by CCIs.

The study visit also highlighted cross-sector innovation, from **performing arts and audiovisual production** to **fashion, science, and cultural heritage preservation**, including visits to **Eletra Sincrotrone**, the **ITS Arcademy – Museum of Art in Fashion**, and CCI-driven audiovisual locations in Trieste. These exchanges provided partners with practical insights into governance models, public-private collaboration, and the role of CCIs in creating inclusive and attractive destinations.

The **final transnational meeting of the core phase** provided a structured space to reflect on stakeholder involvement, digital innovation, and pathways for sustainable policy improvement beyond the project lifecycle.

In parallel, **local stakeholder meetings and thematic workshops** across partner regions supported the translation of CHERRY's exchanges into concrete policy insights. These activities were

complemented by updates to the **technical content repository**, ensuring long-term access to knowledge, tools, and materials developed through training workshops, pilot actions, and transnational exchanges.



Pilot actions

During Semester 6, the two CHERRY pilot actions **will continue their implementation and progress toward final consolidation**.

Pilot Action 1

During Semester 6, **Pilot Action 1**, which focused on testing new public-private partnership (PPP) financing tools for cultural activities, **proceeded** with the evaluation of project applications submitted in Finland and Italy and **provided** tailored support services to selected initiatives, including mentoring on PPP structures, funding strategies, and governance models for the enhancement of cultural heritage, with particular attention to historic parks and gardens. After the implementation of the pilot, partners **collected** and **evaluated** results, focusing on short- and long-term outcomes, including economic development and social impact (such as cohesion, youth, and community development). These results **were discussed** at the cooperation level, allowing for the assessment of communalities and differences between the two pilot regions. The effectiveness and durability of the measures tested **informed** the potential integration of these approaches into local policies, such as the **Regional Development Programme** in Finland and **Regional Law 23/2015** in Friuli Venezia Giulia Autonomous Region. The final results **were shared** with other regions to further enhance policy improvement.

Pilot Action 2

In parallel, **Pilot Action 2**, which aims at developing new narratives and digital services for the CCIs, **has advanced** through its final implementation steps, including the development of **nine mini business plans** for selected proposals in the Region of Western Greece and the delivery of the **final training workshop (no. 3)** in Marseille and Patras. After these activities, a **global evaluation session will be organised** to assess the success of the pilot format, measuring the **development of cross-sector collaborations** and the **augmentation of digital capabilities** for cultural operators. This evaluation will determine the **success criteria** of the pilot actions and the **long-term impact** on both cultural practices and digital experimentation.



Capitalisation and publication

Building on the assessment of the pilot actions and their outcomes, CHERRY partners will focus on the preparation and finalisation of a dedicated capitalisation output, the **"Memorandum of good practices and methodologies: Keys to success for the digitalization of cultural projects"** publication, coordinated by the **PACA Region** and the **Region of Western Greece**.

The publication **will systematise** the methodologies, tools, and lessons learned emerging from the pilot implementation and **will highlight** transferable approaches and success factors to support future CCI-driven initiatives. It **will serve** as a bridge between the core and follow-up phases, ensuring that the knowledge generated through CHERRY **will remain accessible, replicable, and usable** beyond the project partnership.

Looking Ahead: Core Phase Conclusion and Follow-Up Phase

As the **Core Phase** (Semesters 1–6) of the CHERRY project concludes, partners will shift focus towards the **Follow-Up Phase** (Semesters 7–8), where attention will turn to the **monitoring and assessment of the impact** of policy improvements. At the local level, an **assessment survey** will be conducted to understand the impacts on the Cultural and Creative Industries (CCI) resulting from these improvements, followed by **thematic workshops** in each partner region to analyse achievements. At the transnational level, **working groups** will be organised to monitor the impact of actions undertaken under the three main entries: **CCI and urban transformation**, **CCI and entrepreneurship**, and **CCI and valorisation of cultural and natural heritage assets**.

Stakeholders will actively participate in the **Policy Learning Platform**, contributing to the assessment of policy improvements' impact on CCI progress, and planning the next steps to ensure the **long-term sustainability and durability** of the actions carried out.

Stay tuned!

We remain committed to keeping you updated on CHERRY's progress as we work together to strengthen culture as a driver of sustainable, inclusive European recovery.



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CHERRY is implemented in the framework of the Interreg Europe programme and co-financed by the European Union. www.interreurope.eu