

# CHERRY

making Culture tHe N°1 ally  
of EuropeaN RecoveRY



**SOCIAL**

Culture and sustainable tourism

## What is CHERRY?

CHERRY is an Interreg Europe project formed by public institutions coming together to support the resilience of Cultural and Creative Industries (CCIs) to the COVID-19 emergency, by focusing on CCIs and urban transformation, CCIs and local development, and CCIs and valorisation of natural and cultural heritage assets.

## Mid-term Projects Results

From March 2023 to date, CHERRY's partners have implemented several activities, drafted important reports, studies and involving key actors of CCIs in project activities and events (workshops, study visits etc.).

Key outputs achieved so far: Identification of 35 good practices on CCIs, undertaking of activities to improve regional policy instruments, and started working on the 2 Pilot Actions. In addition, the CHERRY partnership welcomed two new members from IPA countries in September 2024: the Municipality of Gjirokastra (Albania) and the Sarajevo Economic Region Development Agency (Bosnia and Herzegovina). Both organizations join as Discovery partners, benefiting from the experience and know-how of ERDF partners.

## Good Practices on CCI

35 good practices have been identified including urban regeneration projects that transformed historic sites into cultural hubs, funding programmes that foster creative industries, and policies that promote heritage conservation. Other policies identified relate to festivals, digital innovation, and the adaptive reuse of buildings in community engagement and sustainable development. Others relate to technological advancements like 3D reconstructions in enhancing heritage preservation.

See the full list of good practices here: [www.interregueurope.eu/cherry/good-practices](http://www.interregueurope.eu/cherry/good-practices)

## Improvement of Policy Instruments (on-going)

Activities were undertaken to improve policy instruments. They include:

- **Transnational Thematic Working Groups**
- **Local Thematic Workshops & Stakeholder Meetings**
- **Learning Actions**
- **Transnational Study Visits**
- **Pilot Actions**

## Pilot Actions (On-going)

The pilot actions aim to test new approaches and provide evidence-based policy improvements that can be integrated into regional frameworks.

- **Pilot action 1 – Testing of new partners' financing tools for the enhancement of cultural activities.**

In Italy, to establish a Private Public Partnership (PPP), the Pilot Action will be implemented through a call to select projects, involving private owners of regional historic parks or gardens, CCIs-providing services and Friuli Venezia Giulia Autonomous Region.

In Kainuu Regional Council (KRC) a Private Public Partnership will also be established, involving private owners of cultural heritage site, CCIs as service providers, and KRC. Applications will be evaluated on shared criteria, and the results will be communicated between the partners. The selected PPPs will receive dedicated support services to help them succeed.

- **Pilot action 2 – Developing new narratives and digital services for the CCIs.**

During Semester 5, two additional training sessions will take place in the partners' regions. These will build on feedback from earlier ones, incorporating improvements to make them more effective.

Participants will receive guidance and support. These training sessions will also give partners the opportunity to test and develop a new model for cross-sector collaboration aimed at fostering innovative projects.

Once the format is finalized, a "Keys to Success" guide featuring best practices and methodologies will be published as a resource for others.

The Cherry project will be completed on May 31st 2027.



Stay Tuned



[www.interregeurope.eu/cherry](http://www.interregeurope.eu/cherry)

