

CHARME

digital Cultural Heritage Activities across Multiple European regions

co-funded by the European Union – Interreg Europe Programme

The Municipality of Pavia, in partnership with five European cities and with the University of Pavia (Italy), launched the **CHARME – digital Cultural Heritage Activity across Multiple European Regions** project, co-funded by the European Union.

The project was among the 78 European proposals admitted to funding under the second Interreg Europe call, the European territorial cooperation programme.

CHARME will develop through the implementation of a learning process, including exchange of good practices, focusing the issue of the **digitisation of Cultural Heritage**, as key element both in building the European identity and in fostering innovation, creativity and economic growth. Digitisation of Cultural Heritage is a broad action to support numerous management and promotion activities of cultural heritage, such as **restoration and preservation, planned conservation, climate-related impact** as well as **citizens engagement** - also of a non-specialist audience and of specific targets such as young people - and **cultural inclusion**, with focus on most disadvantaged people.

The **PARTNERS** of the project - the **Municipalities of Pavia (Italy - lead partner), Coimbra (Portugal), Iasi (Romania), Turku (Finland)** and the **Urban Community of Grand Poitiers (France)** - have been collaborating for over two years within the EC2U Alliance, which is the network of *the European Campus of City-Universities* project involving the respective universities. In the context of their collaboration, the issue of cultural heritage was immediately identified as being of prevalent interest, considering the common characteristic of all being medium-sized cities with an important historical-artistic heritage, interested in learning and capitalizing on each other's experiences in the field.

The partnership has recently expanded to include **Lviv Bureau of European Integration**, a department created by the Lviv City Council (**Ukraine**) also involved in the EC2U project through its university, which participates as a discovery partner with the aim of increasing its capacity both on the specific issue of digitization of cultural heritage and on the management of international cooperation projects.

The **University of Pavia (Italy)** also joins the partnership: through the skills of the Department of Civil Engineering and Architecture (**DICAr**), it plays the role of advisory partner, guiding the project learning process.

Each partner Municipality also involves in the project activities some local **STAKEHOLDERS** deemed relevant in relation to the topic addressed. There are a total of 34 stakeholder organisations that will participate in the project activities.

In line with the Interreg Europe Programme, the **AIM** of the project is for each partner to improve a political instrument in order to implement regional development strategies and, ultimately, deliver solutions that benefit all citizens.

The **PROJECT ACTIVITIES** will develop over four years:

- in the first three years (core phase) the learning process will take place through local meetings and interregional meetings at European level, the first of which is scheduled in Pavia in September 2024; along the way, proposals to improve policy instruments will be outlined and applied;
- the last year (follow-up phase) will be focused on monitoring the effects of the improvements made and will end with a final international meeting in Pavia.

The **GLOBAL BUDGET** of the project is Euro **1.504.742,00**: 80% is co-funded by the European Union and the remaining 20% is covered by the partnership.

PROJECT WEBSITE: <https://www.interregeurope.eu/charme>

[Lead Partner Contacts](#)

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