



NEW
URBAN
VIEW

BUILDING ENLIGHTENMENT

SAVE THE DATE!

November 15 + 16 2018, Middelburg, Holland
CHERISH MEETING & EVENT
New product market combinations
and storytelling based on
cultural heritage



Thursday November 15th 2018

09:00 - 14:00

KICK OFF MEETING CHERISH

The kick off meeting is organised in the city hall of Middelburg. Key stakeholders of all partner regions and invited EU networks (e.g. CRPM, EUCC, Low Impact Fishers, etc.) are able to get informed about the specific objectives of the CHERISH project and introduced to the project consortium. Participants are given the opportunity to explore the region and its good practices of gastronomy and innovative entrepreneurship.

Involved stakeholders will demonstrate different best practices of crossovers between cultural heritage and food, fashion, design, and tourism industry. Key note speakers are invited to give insight in the value of identity and the geographical diversity and similarities of fishing communities and its heritage and cultural values in Europe. There will be time to have discussions between partners, stakeholders (beneficiaries) and regional policy makers. (Locality-) branding and marketing play prominent rolls in the positioning and profiling of a location by focusing on its own individual distinguishing 'capital' and identity.

9.00	Registration participants (coffee and tea)
9.30	Welcome by Johan Aalberts, Aldermen of the Municipality of Middelburg
9.40	Introduction by Jo-Annes de Bat, Deputy of Zeeland and president of " Bestuurlijk Platform Visserij Nederland "protect and promote cultural heritage in fishing communities in order to boost attractiveness of these regions for businesses, citizens and tourists"
9.50	CHERISH project: objectives and activities By Jack Dooms, project leader CHERISH, municipality of Middelburg
10.05	Short introduction of CHERISH consortium Why is a project like CHERISH important? Short interviews with pictures of each region showing tangible/ intangible cultural heritage and focus per partner Incl. TEK workshops, photo competition
11.00	Coffee break
11.30	Key note speech: Fishing Heritage-led regeneration: opportunities and challenges and the importance of CULTURAL DISTINCTIVENESS OF PLACES Case study: Heritage as a source of inspiration: changing identities in Arnemuiden? By Gerard van Keken, Remarkable Identity/Merkwaardige Identiteit 30 minutes, 10 minutes for questions
12.15	Short introductions of Good Practices in province of Zeeland (10 minutes each): 1) Traditional fishing clothes: Modern Fashion 2) From Catch 2 plate 3) Oyster Shells as an art object by Dieuwke Parleviet 4) Fish traditions and gastronomy by Edwin Vinke 5) Fish Leather by Stephanie Maes
13.15	Networking lunch

Thursday November 15th 2018

14:30 - 18:00

FIRST CHERISH INTERREGIONAL LEARNING AND EXCHANGE OF EXPERIENCE EVENT (ILEEE)

14.30	Registration and coffee/tea	
14.45	1) Explanation of regional situation and challenges 2) Introduction to the Policy instrument: OP South: Operational Programme South Netherlands ERDF 2014-2020 3) Why and how should it be improved: OP SOUTH does not address the challenges faced by fishing communities with regards to diffusion and adoption of new economic developments. Transferring best practices while promoting quadruple helix collaborations will lift the barrier in Zeeland. 4) Introduction and involvement of stakeholder group.	Middelburg + stakeholders
15.30	Coffee break	
16.00	The Geography of Inshore Fishing and Sustainability project The socio-economic and cultural importance of inshore fishing and demonstration projects in fisheries based community regeneration. Results of the work being carried out as part of the Interreg GIFS project.	By Tim Acott, Director of Greenwich Maritime Centre, University of Greenwich, UK 30 minutes + 15 minutes discussion: what can we learn from this project?
16.45	The importance of history of sea fishing and the translation to other sectors such as tourism, gastronomy, environmental conservation	Ann- Katrien Lescauwaet, Flanders Marine Institute, BE 30 minutes + 15 minutes discussion: what can we learn from this project?
17.30	Short explanation of field visit day 2 , incl. logistics...	Middelburg
17.45	End of day 1	
19.00	Dinner (venue to be announced)	



Friday November 15th 2018

08:30 - 13:30

FIRST CHERISH INTERREGIONAL LEARNING AND EXCHANGE OF EXPERIENCE EVENT (ILEEE)

08.30	Registration and coffee/tea	
09.00	Working session: - Possibilities for transferring (part of) good practices between partner regions: what do you bring home and why - Barriers/solutions First hour in 5 groups (relating to number of good practices) Last half an hour plenary: Feedback of participants reflecting on Good Practices.	Middelburg
10.30	Transfer to Fisherman's Wharf Arnhemuiden	
11.00	Field visit demonstrating good practices of promoting and/or protecting cultural heritage: a short tour in Arnhemuiden	Arnhemuiden
12.00	Transfer to Middelburg	
12.30	Lunch	
13.30	Departure	

