



CHERISH

Interreg Europe



8th November 2022
CHERISH final conference

Middelburg – Zeeland – the Netherlands

VENUE

Old Town Hall, Middelburg (NL)

LANGUAGE

During this event, all lectures will be held in English.

REGISTER NOW

Participation to the event is free of charge, but please register before 1 november 2022 via:
<https://forms.gle/zqsw6u924niCg7R47>



cim alto minho
comunidade intermunicipal do alto minho

Departament de
Sostenibilitat i Medi Ambient
Consell de Mallorca





Creating opportunities for regional growth through promoting Cultural Heritage of Fishing communities in Europe.

Tuesday 8th of November 2022

Through contributions from keynote speakers and project partners the final CHERISH conference explores the geographical diversity, heritage and cultural values of fishing communities in Europe. Location branding and marketing are important tools to help places realise opportunities associated with their own individual identities.

Now at the end of the project we wish to share our findings and what we have learnt with you. Come and join us at the closing CHERISH conference on 8 November 2022 in Middelburg. During the conference there will be inspiring and engaging activities including:

- Discussions between project partners, stakeholders and regional policy makers
- Opportunities to meet the project partners from the participating EU-countries and find out what they have learned, their testimonials and best practices
- Discovering new ways to make positive differences for fishing communities and the regions
- Exploring how national and regional policy can make new product market products based on regional maritime cultural identity
- Understanding how cross-sector innovations enable fishery communities to have a future and create added value for the region
- Be inspired by our partners and keynote speakers.



Programme

Tuesday 8th November 2022



10.00	Registration and coffee/tea A short inspiring film 'Zeeland fishery heritage, historical ships in the Delta'.
10.30	Welcome & opening by Harald Bergmann, Mayor of Middelburg, Lead partner CHERISH
10.40	Introduction and objectives of the CHERISH project by Jack Dooms, project leader CHERISH
10.45	Presentation by Interreg Europe Joint Secretariat
11.00	Presentation of the different best practices of crossovers between cultural heritage and food, fashion, design, and tourism industry abroad. By CHERISH partner Middelburg, Gerard van Keken and Tiny Maenhout.
11.20	Inspiring film 'Nature and maritime landscape keep the heritage alive'.
11.30	Keynote speech: Marine fisheries and their diverse values: Heritage, culture and sustainable development. By Dr Tim Acott, Reader in Human Geography (University of Greenwich).
12.15	Q&A
12.30	Lunch buffet
13.45-16.30	Lessons learned and good practices from 5 years of cooperation in CHERISH: 1) Working towards results: the importance of stakeholder involvement in CHERISH 2) Traditional Ecological Knowledge – what is it, why is it important, what did we achieve in CHERISH? 3) Ships and boats as important heritage of fishing communities 4) Safeguarding and documenting cultural heritage 5) Economic opportunities in fishing communities
16.30	Wrap up and Networking reception

How to get to the Old Town Hall

By public transport: The old town hall at the marketplace is a 10 minutes walk from the train and bus station.

By car: Nearest carpark 'Geere', address Kalverstraat 4, 4331 LZ, Middelburg.