Oggetto: Newsletter Charme #2
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Data: 23/03/2026, 13:00
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CHARME

SMART

CHARME NEWSLETTER #2

The CHARME journey continues

We are pleased to share a new edition of the CHARME Newsletter

The shared learning process on Cultural Heritage Digitisation continues at the EU partners' and regional levels. Are you interested in learning more about our latest progress and key updates? We invite you to read further.

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Interregional meeting in Iaşi (RO), September 2025

Advancing the exchange, with a focus on cultural inclusion and youth engagement



From **2 to 4 September 2025**, the Municipality of Iași (Romania) hosted the third in-person interregional meeting of the CHARME project, welcoming delegations from the partner cities and their stakeholders.

The three days of activities were intense and helped advance the shared learning process on the **digitisation of cultural heritage, with a focus on cultural inclusion and**

Read more about the meeting here

youth engagement. Activities included a thematic seminar, two workshops, visits to the good practices presented by the Municipality of Iași and to the city's cultural heritage, as well as a partnership coordination meeting.

Interregional meeting in Poitiers (FR), December 2025

Deepening collaborative learning, with a focus on accessibility and access



Read more about the meeting here

The in-person work with partners and stakeholders continued **from 2 to 4 December 2025 in Poitiers (France)**, hosted by the Grand Poitiers Urban Community. In addition to the study visits, the programme included **a seminar on accessibility and access, a workshop on policy instruments, a session dedicated to advancing the shared guidelines on digitisation, and an internal meeting to further discuss the potential development of a pilot action**. The French interregional meeting was a lively hub for exchanges and hands-on reflections, marking a decisive stage in the project, where shared learning begins to shape concrete directions for improving policy instruments.

GOOD PRACTICES SPOTLIGHT

3D digitalisation of Santa Cruz in Coimbra in 1834



The Santa Cruz Project, led by the Centre for Social Studies (CES) and the Department of Architecture at the **University of Coimbra**, brings the former **Monastery of Santa Cruz**



Read more about this good practice here

back to life digitally. Through a 3D reconstruction of the **monastery** as it **appeared in 1834**, visitors can explore its historical grandeur using QR codes at seven hotspots across the site. The project combines laser scanning of the remaining structures, historical research, and student-led architectural proposals aligned with UNESCO's Historical Urban Landscape approach, offering insights for future urban planning. Additionally, the original display of the "Last Supper" terracotta figures has been reconstituted in collaboration with the Machado de Castro Museum.

Speaking Buildings and interactive maps of Iași heritage



Read more about this good practice here

The project, led by the **Romanian Historical Studies Society (S.S.I.R.) and funded by the Iasi Municipality**, brings the city's monuments to life using new technologies and guided tours. Over three phases, it mapped around 100 heritage sites, assigned QR codes, and created both online and in-person tours. The interactive website integrates GPS mapping, 360° images, videos, and historical information, allowing visitors to explore **Iasi's cultural heritage** from anywhere in the world. By combining digital tools with engaging storytelling, the project makes heritage accessible to all and encourages young people to discover the city's rich history.

Discover the Charme project through insights from its partners and stakeholders

Watch the video interviews from the Iasi meeting

Watch the video interviews from the Poitiers meeting





WHAT'S COMING NEXT?

Pilot Action Idea

On 9 March, the **Call for Pilot Actions** was launched, offering projects from the InterregEurope second call the opportunity to request one or more pilot actions after their midterm review. Pilot actions can complement the exchange of experience activities and support project partners in improving their regional policy instruments.

CHARME partners are currently working on the idea of a **joint pilot action** to test what has been learned so far and strengthen the shared learning process through a learning-by-doing approach. The ultimate goal is that, if successful, the pilot action can be integrated into the policy instruments addressed by the project, thus contributing to their improvement.

Strengthening Stakeholder Participation

At this stage of the project, all partners are committed to **increasing the involvement of regional stakeholders**. This includes expanding the number of organisations participating in the CHARME community, as well as organising **local interactive and engaging activities**. These initiatives aim to enhance the project's learning potential and maximise the chances of achieving tangible policy improvements by the end of the core phase.

Next Interregional Meeting

From **15 to 17 September 2026**, the **City of Turku** will host the fifth-semester in-person interregional meeting.

Stay tuned for further updates – details, agenda and highlights of the event will be shared soon

GET INVOLVED:

Want to be part of the CHARME community? Here's how you can stay connected:

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