



1st MEDNETA CONFERENCE & STEERING COMMITTEE

TUNIS , 15 & 16 Dec 2014



BACKGROUND

MEDNETA Project is an ongoing scientific research and its basic objective is to enhance a cross-border cultural dialogue and cooperation among multiple stakeholders. The aim is to support creativity in the Arts, Crafts and Design (ACDs) as a means for the regeneration of communities inhabiting the historical cities in the Mediterranean Basin (MB). Six different Mediterranean Cities participate in the project (Athens, Florence, Valencia from the North and Medina of Tunis, Beirut and Hebron from the South).

Recently, all partners carried out successfully 6 different SWOT (Strengths, Weaknesses, Opportunities and Threats) Seminars, as was scheduled. Soon, urban interventions in all cities will have completed as well as the scheduled workshops in Mediterranean Cities. Alongside all horizontal activities are in progress such as communication and management of the project.

The 1st MEDNETA Conference has the primary purpose of communicating to the target groups (private companies and commercial associations of creative activities, local authorities and local development agencies, as well as competent national authorities, specialized public and private art cultural heritage promoting institutions, universities, schools and ACDs stakeholders and young

Beneficiary

National Technical University of Athens - NTUA
Greece, Attiki
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Project Coordinator

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creators), **final beneficiaries** (designers, artists, craftsmen communities, workers and associated enterprises located in the historic urban environments of Mediterranean Basin inhabitants of MEDNETA cities, economic activities associated with the creative industries, hotel owners and tourism business, city visitors, urban economy), **and the general public the results of the first year implementation of MEDNETA Project.**

Specifically, **at the 1st MEDNETA Conference** (open processes for the local stakeholders and final beneficiaries) will be presented:

- a. the interim results of the project (results and outputs of WP4 "Regeneration planning of ACDs") and
- b. the experiences on Pilot Urban Interventions - Open Workshops (in the cases that the workshops have been implemented) or the organization process (when the workshops have been scheduled).

At the 2nd Steering Committee (closed processes):

- a. will be evaluated the results of the second semester implementation of MEDNETA Project/good practices, lessons learned, experiences,
 - b. will be discussed financial and management issues,
 - c. will be scheduled the work for the next semester.
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Draft Program 1st MEDNETA Conference

Monday, 15 Dec 2014	1st MEDNETA CONFERENCE (open to local stakeholders and final beneficiaries)		Hotel AFRICA
	8:30-9:00	Arrival of Participants & Registration	
	Welcome - Opening speech		
	9:00-9:10	Local authorities & Association for the Safeguarding of the Medina of Tunis (ASM) Zoubeir MOUHLLI, General Director of ASM	
	9:10-9:20	Beneficiary of MEDNETA Project Sofia AVGERINO KOLONIAS, MEDNETA Project Coordinator	
	9:20-9:30	Association for the Safeguarding of the Medina of Tunis (ASM) Zoubeir MOUHLLI, General Director of ASM	
	1st Part MEDNETA PROJECT: Regeneration planning of ACDs & Pilot Urban Interventions in Med Cities		
	9:30-9:50	Regeneration planning of ACDs: Results of SWOT Seminar, city of Athens (WP n. 4) Sofia AVGERINO KOLONIAS Eirini KLAMPATSEA Anastasia TOUFENGOPOULOU (National Technical University of Athens -NTUA, Greece)	
	9:50- 10:10	Communication (WP n. 2) Stakeholders network (WP n. 4) Theodoros GIANNAKOPOULOS Kyriaki LAZOPOULOU-PETOUSI (Representatives from Partner 1: Greek – Italian Chamber -GIC, Greece)	
	10:10- 10:30	Regeneration planning of ACDs: Results of SWOT Seminar, city of Florence, (WP n. 4) Stefano Maria BETTEGA (Partner 3: Superior Institute of Artistic Industries - ISIA, Italy)	
	10:30- 10:50	Coffee break	
	10:50- 11:10	Regeneration planning of ACDs: Results of SWOT Seminar, city of Valencia (WP n. 4) Alvaro GOMEZ FERRER BAYO (Partner 4: Valencian Institute for Conservation and Restoration of Heritage – IVC+r, Spain)	
	11:10- 11:30	Regeneration planning of ACDs: Results of SWOT Seminar, city of Medina Tunis (WP n. 4) Zoubeir MOUHLLI (Partner 5: Association for the Safeguarding of the Medina of Tunis - ASM, Tunisia)	
11:30- 11:50	Regeneration planning of ACDs: Results of SWOT Seminar, city of Beirut (WP n. 4) George ZOUAIN		

		<i>(Partner 6: GAIA-heritage Institute of Urban Planning – GAIA-h, Lebanon)</i>
11:50- 12:10		Regeneration planning of ACDs: Results of SWOT Seminar, city of Hebron (WP n. 4) Shadi GHADBAN <i>(Partner 7: Birzeit University – Department of Architectural Engineering - BZU, Palestinian Authority)</i>
12:10- 12:30		Coffee break
2nd Part MEDNETA PROJECT: Upcoming activities		
12:30- 12:40		MED Forum (WP n.6) Shadi GHADBAN <i>(Partner 7: Birzeit University – Department of Architectural Engineering - BZU, Palestinian Authority)</i>
12:40 - 12:50		Pilot Products and Implementation Schemes (WP n.7) Alessandro LA GRASSA <i>(Partner 2: Social and Economic Research Centre for the South of Italy -CRESM, Italy)</i>
12:50 - 13:00		ACDs Lab Network (WP n.8) George ZOUAIN <i>(Partner 6: GAIA-heritage Institute of Urban Planning – GAIA-h, Lebanon)</i>
3rd Part MEDNETA PROJECT: Discussion		
13:00- 14:00		Discussion
14:00- 15:10		Lunch

Draft Program MEDNETA Steering Committee

Monday, 15 Dec 2014	2nd Steering Committee of MEDNETA Project (closed processes)		
	1st part of Steering Committee		
	15:10- 17:00	Presentation - Discussion	Hotel AFRICA
	17:00	Travel back to Hotel	
19:00	Dinner at Dar Zarrouk Restaurant	Sidi Bousaid	
Tuesday, 16 Dec 2014	2nd part of Steering Committee		
	9:00-11:00	Presentation - Discussion	Dar Lasram
	11:00-11:20	Coffee break	
	11:20-13:00	Presentation - Discussion	
	13:00-15:00	Lunch at Dar el Jeld	Medina
	15:00	Medina tour	
19:00	Dinner at L' Astragale	Tunis Belvedere	