

**Mediterranean** cultural network  
to promote creativity in the **arts, crafts and design**  
for communities' regeneration in historical cities / **MEDNETA**  
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# **Proposals for Funding Schemes and Business Strategies for the ACD's products**

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Cross Border Cooperation



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**ENPI  
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CROSS-BORDER COOPERATION  
IN THE MEDITERRANEAN



**REGIONE AUTÒNOMA DE SARDIGNA  
REGIONE AUTONOMA DELLA SARDEGNA**

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The views expressed in this publication do not  
necessarily reflect the views of the European Commission.



**CRESM** proposal for the enhancement of the project results and for the sustain f the ACDs is based on multi-level approach:

**A) Business (Entrepreneurship) Level ( Mass-production, business Management, business plan) : How to improve the competence of the artisans in this field?**

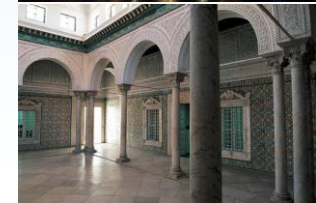
In each MEDNETA country, we need to address artisans to the actors (public and private) that can provide assistance for on going training, in particular for the new generation of artisans

**E.G.**

On line training about entrepreneurship:

1) **HP-Life (HP Learning Initiative for Entrepreneurs)** - For further information: <http://www.life-global.org/en> (available in english, french, arabic and spanish)

2) **MASHROU3I (My Project)** - For further information: <http://www.mashrou3i.tn/> (available in french and arabic)



**CRESM** proposal for the enhancement of the project results and for the sustain f the ACDs is based on multi-level approach:

**B) Marketing Level: Promotion and sustain to ACDs productions and commercialization**

Assuming a limited ability to operate in this area by the craftsmen, we should work on the possibility of creating consortia/associations (for sourcing and commercialization). Very often our artisans feel themselves isolated with little possibilities of confronting themselves with **“the rest of the world”**, also in order to explore **innovations**.

**CRESM** proposal for the enhancement of the project results and for the sustain f the ACDs is based on multi-level approach:

**C) Network Level**  
multiple stakeholders, project partners and other relevant private and public stakeholders in the Mediterranean area. It is a multi-level approach to sustain for the evolution of the **Medneta** of the Mediterranean. It includes a set of events for the enhancement of the historical centres of the Mediterranean.

## Two Best Practices and...

**1) ALAB Association in Palermo**: a Network that is strongly renewing the presence of artisans (new generation) in the Centre of Palermo, helping them (without any public sustain) to test their real capabilities both from artistic and commercial p.o.v.: Starting as “Hobbyists” (with many fiscal and bureaucratic facilitations) and then deciding how and when to evolve as “professionals”.

For further information: <http://www.alabpalermo.it> (available in french, spanish, english)

**2) Le Vie dei Tesori (Streets of Treasure)** Festival of Cultural/Artistic initiatives to revitalize the historical centre of Palermo. This festival is very interested to create connections and cooperations in all the Mediterranean.

It's also interested to “adopt” the MEDNETA Exhibition as a central initiative for the next edition (october 2016).

For further information: <http://www.leviedeitesori.com/>

## ...One, first, Result of the MEDNETA Project

### **“Nuove Officine alla Zisa” (New Workshops at Zisa) – Palermo**

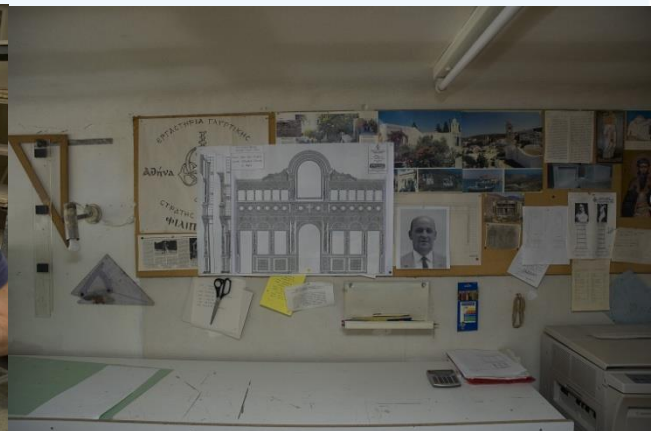
A new project funded by Fondazione con il SUD, to restore an old Workshop near the Centre of Palermo in order to host several artisans laboratories, devoted to innovation and eco-building







*Thank you for your attention!*



[www.medneta.eu](http://www.medneta.eu)

