

## ENPI CBCMED CROSS BORDER COOPERATION MEDNETA:

**“Mediterranean cultural network to promote creativity in the arts, crafts and design for communities’ regeneration in historical cities”**



### BZU SWOT SEMINAR



**Date: Sunday, September 7<sup>th</sup>**  
**09:00 to 16:30**

### CONCEPT NOTE

At the 7<sup>th</sup> of September, 2014, the 5<sup>th</sup> SWOT seminar within MEDNETA project will be held in the Governorate hall of the city of Hebron, Palestine. The seminar will be attended by all the arts, crafts and design (ACDs) covered by the field research, stakeholders and different institutions. This seminar will be an interactive event organized by Birzeit University (BZU) to allow for ACDs, stakeholders and different institutions to work together, to discuss the state of the ACDs sector in Hebron city and to explore the possible ways to promote them as part of the city regeneration.

The Seminar consists of 4 sessions, scheduled between 9:00 am and 4:30 pm. The first session will introduce the audience about the MEDNETA project, its different stages, activities and aims. Moreover, this session will introduce the ACDs, stakeholders and different institutions to the results of the fieldwork research that MEDNETA team conducted on ACDs in Hebron city; these results will be the base for the SWOT analysis and for formulating the vision and priorities for regeneration of the ACDs in Hebron.

The second session will show success stories of pioneer persons in their industry or business. This will provide the ACDs with some examples on how they can deal with the difficulties and threats and how to use the available strengths to improve the ACDs sector in Hebron.



The third session, is dedicated for work into groups with the ACDs to define the challenges and priorities in developing this sector and to find the most suitable and creative ways to achieve these priorities. Moreover, the results and conclusions of this seminar will be the guide for next activities within the MEDNETA project in Hebron; mainly: the open workshop, the training workshops and he pilot projects.

In the final fourth session, the results of the SWOT seminar will be presented and discussed with the participants, in addition to the logistics for the upcoming events and activities of the project.



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