

Mediterranean Cultural Network to Promote Creativity in the Arts, Crafts
and Design for Communities' Regeneration in Historical Cities

MEDNETA

**Integrated Strategy for Developing
Arts, Crafts and Design in the city of Hebron**

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Cross Border Cooperation



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CROSS-BORDER COOPERATION
IN THE MEDITERRANEAN



**REGIONE AUTÓNOMA DE SARDIGNA
REGIONE AUTONOMA DELLA SARDEGNA**

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- ✓ ACDs in Hebron will form a good source for development of synergies, exchange of best practices, transfer of know-how related to the handicrafts industries within the MED forum and ACDs lab network environments, and therefore:
 1. At the local level, the development and promotion of Hebron ACDs will be a main part in preserving, revitalizing and social regeneration of the historic center of Hebron city, through developing the handicrafts in Hebron as a main part of the city economic activities.
 2. Moreover, the handicrafts sector in Hebron could play a significant role in developing the handicrafts in Palestine through working as a hub for transferring outcomes of MEDNETA project and the know-how and knowledge gained through the exchange of the handicrafts industries experience of the project partners.

Thus, the main objectives of this integrated strategy are:

First: Protection – preservation through:

- ✓ Preservation of the handicrafts workshop inside the old city by,
- ✓ Protection of the local traditional products,

Second: Improvements using the following tools:

- ✓ Improve and develop the design of the handicraft products,
- ✓ Decreasing the production costs, and
- ✓ Improving the quality of the traditional products.

Third: Marketing, following the proposed steps:

- ✓ Improving the promotion of the traditional products internationally,
- ✓ Increasing the interaction between the craftsmen and the local market,
- ✓ Developing education strategies for the traditional crafts,

Fourth: Organization of the ACDs sector in terms of:

- ✓ Settling the legal problems of the handicrafts workshops,
- ✓ Organizing the existing marketing programs of handicrafts in Hebron,

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Gracias



Merci

THANK YOU

Grazie

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