

KEY ELEMENTS OF THE MEDNETA CONCEPT

COOPERATION AMONG MULTIPLE STAKEHOLDERS

The promotion of cultural cooperation among multiple stakeholders involved in the creative industries and local government units it is estimated important and necessary.

On the one hand, MPC cities, such as Tunis, Beirut and Hebron ,where the traditional artistic professions and production is still alive, can offer the 'essence' and 'memory' of traditional products and techniques, becoming a source of inspiration for EUMC cities that over time lost part of their productive base and as a result part of their authenticity.

In addition a contemporary regeneration of the crafts and creative sector represents a renewal of a long tradition and economic role that are imbedded in the cities of MPC history and traditions.

On the other hand, EUMC cities as Athens, Valencia, Florence, which have successfully used their heritage and legacy as base for their continuous economic vitality and tourism identity, can share and transfer scientific and technological knowledge, providing strategies to MPC cities to process in small scale their traditional products, using quality assurance practices for manufacturing unique products of local brands.

The EUMC cities, at different degrees have relied more and more on the knowledge economy, on creativity and the arts and crafts to regenerate their urban historic quarters.

RELEVANCE OF THE PARTNERSHIP

The MEDNETA partnership includes a mix of different competences as heritage specialists, urban planners, economists and provides a comprehensive experience and knowledge that ensure the expected success of the project. We are convinced that this partnership brings an innovative approach to historic cities revitalization.