

MEDNETA TARGET GROUP AND FINAL BENEFICIARIES

Target groups and final beneficiaries of the project will be benefited by the creation of a permanent network of cooperation between different communities and places across the Mediterranean, which had not have the chance to interact before. They would have the opportunity, through this cooperation, to find out innovative solutions in order to address common problems and challenges. The project directly reaching out individual creators and their communities which are identified as the key target group and the driving force leading to the revitalization of historic cities economies and consequently to the transformation of their built environment through their creative energy.

Target groups / entities directly & positively affected by the project at the project purpose level:

- 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 creators.

Final beneficiaries those who will benefit from the project in the long term at the level of the society or sector at large.

Designers, artists, craftsmen communities, workers and associated enterprises located in the historic urban environments of MB-Inhabitants of cities where these activities flourish-Economic activities associated with the creative industries-Hotel owners and tourism business-City visitors, urban economy, the general public.