

Mediterranean cultural network to promote creativity in the arts, crafts and design for communities' regeneration in historical cities

MEDNETA Project Networking and Communication

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Cross Border Cooperation



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**ENPI
CBCMED**
CROSS-BORDER COOPERATION
IN THE MEDITERRANEAN



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

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National Technical University of Athens – NTUA.

The views expressed in this publication do not
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MEDNETA Networking and Communication Goal and Purpose

What is the goal?

- Enhancing the competitiveness of ACDs
- Create a cross – border cooperation for the protection and development of local tradition

For what purpose

- The emergence of a unique identity and image of each historical city involved
- The emergence of craft professionals and professions associated with ACDs
- The development of a dialogue and cooperation among ACDs Stakeholders



The three (3) Levels of ACDs Development

1. The level of ACDs spatial (territorial) development
2. The level of ACDs cultural background
3. The level of ACDs production process and the market



Art Professionals' Demands in Historic City Centers

- The emergence and promotion of ACDs products to a wider market,
- Exchanging expertise and experience both to improve and modernize the production process, and to create new products,
- Improving management and competitiveness in the markets,
- Claiming additional financial resources
- The “Right to the City” for ACDs integration and local development,

Terms and Conditions of Networking and Communication

The basic condition is communication, information, synergy and a joint and coordinated action of the **art professionals** and **the bodies representing** them (professional, cultural, etc.) as well as **the institutions that support them** (e.g. educational and other)

How to achieve this goal?

BY NETWORKING

MEDNETA seven (7) actions of Networking and Communication

1. The **MEDNETA Website & Portal**: <https://www.medneta.eu>
2. The **Med Forum and Training Workshops** hosted in MPC cities,
3. The **ACDs Lab Network** among historic cities,
4. The **MEDNETA Observatory**,
5. The **MEDNETA Guide**,
6. The **Web-GIS Platform**,
7. The **Cooperation Agreements**

Additional Networking Actions by the involved Stakeholders

- The electronic networking
- The creation of an information network for stakeholders collaboration and support
- The organization of regular workshops for exchange of experience and expertise
- The development and planning of joint promotion and cooperation activities



An ACDs “Business Incubator”

A suggestion could be the creation of a “specialized ACDs incubator” in each respective city, along the lines of the “startup incubators” for new entrepreneurs, which, within its structure includes management and marketing mechanisms, monitoring and dissemination of information etc.

In these incubators - hosted in local renovated buildings – spaces will be created for young ACDs creators (such an effort is on progress in Beirut - in Mar Michael Creative District- from our partner GAIA HERITAGE)

A note: in many historical cities of the Mediterranean Basin the “SOUKS” can be considered as the first incubators – as closed markets with traditional art professionals.

The basic requirement: the establishment of a mechanism to create or expand or maintain the networking tools that began with MEDNETA Project.

You are all welcome