

THE MEDNETA OBJECTIVES AND BASIC CONCEPT

The MEDNETA basic objective is to enhance a cross-border cultural dialogue and cooperation among multiple stakeholders. The aim is to support creativity in the Arts, Crafts and Design (ACDs) as a means for the regeneration of communities inhabiting the historical cities in the Mediterranean Basin (MB).

Towards this objective, it will:

- 1) Increase the competitiveness of contemporary creative ACDs to turn them into a leading economic factor in historical cities.
- 2) Improve cross-border cultural dialogue among multiple stakeholders in ACDs across the Mediterranean Basin.
- 3) Revitalize local communities and web of economic activities which form the urban and social setting of historical Mediterranean cities.
- 4) Exploit partners' comprehensive experience to spread knowledge and know – how, Mediterranean Partner Countries (MPC) cities, cities can offer the “essence” and “memory” of traditional products and techniques, and European Union Mediterranean Countries (EUMC) cities can share and transfer scientific and technological knowledge, providing strategies to MPC cities