

## **Beneficiary\_NTUA**

In carrying out the field research concerning the sectors of silver and clothing emerged critical issues about the future of these creative activities in the historic center of Athens.

Specifically:

- confirmed the need for siting at the center,
- recognized the advantages and disadvantages offered by the central position,
- stressed the inextricably intertwined relationship with other elements of the tangible and intangible cultural heritage of the city,
- recorded the tradition of the activity,
- noted the possibility of integrating both traditional ways and the need to integrate new technologies into the production process,
- recognized the need to cooperate with other companies with respect to the various stages of the production process for the manufacture of products,
- deemed necessary to support them in promoting their products in the national and international market.

Finally, the majority of interviewees welcomed the possibility of organizing seminars, exchange of views, and technical know-how etc. to enhance the competitiveness of business / activity.

The next step of MEDNETA program is to assess the current situation (strengths - cons), to highlight the perspectives of sectors of jewelry and clothing but also the ways / tools to reduce the threats facing these sectors. Achieving this objective is planned to be implemented through the execution of an Interactive Seminar in Athens, in order to involve all the stakeholders of jewelry and clothing industries in fruitful dialogue, in a bid to strengthen and restore creativity in the historic city center.

Thus, on Wednesday, June 4 will be held at the National Technical University of Athens (Complex Rector, Street Patision), within the program MEDNETA, an Interactive Seminar dedicated to the relationship of creative professions of art (jewelry and clothing) to the historic center of Athens.

Through this cultural dialogue and cooperation driven by the Interactive Seminar, businesses of silversmith and clothing will have the opportunity to learn, be inspired and to speak with similar and / or complementary businesses and its related entities such.

The topics of the seminar will deal with the relationship of creative activities of jewelry and clothing with:

- the historic environment of Athens,
- tourism,
- funding opportunities,
- promotion techniques (marketing-branding),
- education,
- new technologies.

## PP1\_GIC

GIC is the Coordinator of WP2 and also participates in the WP1, WP3, WP4, WP6, WP7 and WP8.

As a Member of the Italian Chambers of Commerce Abroad (CCIE), GIC promotes MEDNETA business networking and dissemination of results with local ACDS stakeholders, local authorities, Chambers, associations and NGOs.

GIC has prepared a detailed communication plan that covers in detail all areas of communication and acts as a guide for all partners.

In parallel, coordinates, under the directions of the Beneficiaries Communication Manager the communication actions of each WP of the Project.

GIC participates to the Project Management Board (PMB) and to the Scientific & Technical Committee (STC). GIC in cooperation with the Beneficiary (NTUA) organizes the SWOT seminar in Athens..

GIC contributes to the formulation of the communication and dissemination strategies of the MEDNETA observatory (WP3).

GIC provides training material for the transfer of experience and knowhow that will be presented in the workshops in the MPC cities (WP6). In colaboración with the WP8 Coordinator (GAIA-h), GIC with CRESM will assist in the process for signing mutual agreements between the parties involved and provide the framework for the cooperation (WP7, WP8).

The MEDNETA Web Site and Portal is launched by the GIC, including all information relevant, in order for all target groups to have an up to date idea of what is happening, in regards to MEDNETA. Also the Website serves as a Portal for the Project's partners. Designing, managing, updating the website as well as linking it with the most popular social networks, will ensure the visibility of the project's objectives and results during its entire lifecycle

GIC produces and disseminates all information materials to the partners. The aim of this action is to enlarge the project visibility through the dissemination of communication and informative material which will contribute to the best explanation of the MEDNETA objectives and results to all concerned actors. The material has been designed and printed in different formats, according to the target to be reached and it is in compliance with the requirements set by the Communication and visibility Guidelines for Standard Projects 2nd call provided by the ENPI CBC Med Joint Managing Authority

**GIC designs and creates Media listings through publications in the local newspapers as well as radio advertisements to promote the Projects objectives and results.**

Additionally to the above GIC supports all Communication Actions for the relevant Events due to the promotion of the Project. More specifically, the above mentioned Events that will be supported during the time life of the MEDNETA by the GIC, are:

- 1 Kick off event in Athens
- 1 Final event in Beirut
- 2 MEDNETA Conference in Athens and Tunis
- 6 Swot Seminars, one in each city
- 6 Pilot Interventions, one in each city

- 6 Open Events, one in each city
- 3 Workshops, two in Beirut and one in Hebron
- 6 Information Day, one in each city
- 6 Seminar for the promotion of entrepreneurship, one in each city
- 1 Rotating Exhibitions in Beirut

Last but not least, creative visuals and templates have been designed and are used in all communication areas of the project

## **PP2\_CRESM**

In order to the specific objective: 1) Increased the competitiveness of contemporary creative ACDs turning into leading economic actor in historical cities. 2) Improved cross-border cultural dialogue among multiple stakeholders in ACDs across the Mediterranean Basin. 3) Revitalization of communities and web of economic activities which form the urban and social setting of historical Mediterranean cities, The CRESM is the Coordinator of WP7 and participates also in the WP1, WP2, WP3, WP6 and WP8.

Through WP7 CRESM's main aim is to make concrete the first cooperation schemes between local stakeholders of MPC and EUMC cities that are formed in the context of the workshops and the MED Forum through the funding of a number of selected pilot design products that will be developed jointly by stakeholders of different cities. So CRESM will be responsible for selecting the products that will be financed by the program based on program related criteria and objectives, as well as supervising the scheme of the cooperation, defining the conditions for funding and ensure the timely execution of the products. Moreover CRESM will develop -in collaboration with the stakeholders involved- strategies for funding the production and distribution of these products in the market of both MPC and EUMC countries that will be presented to local authorities.

A CRESM representative will take part to the Project Management Board (PMB) and to the Scientific & Technical Committee (STC) (WP1). CRESM co-operates with GIC for communication actions for WP7, explained in WP2. CRESM will transfer the knowhow and experience gained by the project running in total to the setting up of the MEDNETA observatory (WP3). CRESM experts will provide training material for the transfer of experience and knowhow that will be presented in the workshops in the MPC cities (WP6). In collaboration with the WP8 Coordinator (GAIA-h), CRESM with GIC will assist in the process for signing mutual agreements between the parties involved and provide the framework for the cooperation (WP7, WP8).

*After the creation of pilot design products (7.1) and the development of funding schemes and business strategies for the selected products (7.2), the information campaign for their promotion is proposed to start from Palermo and continue in each MEDNETA city (7.3.1). Specifically, an inaugural public event, which can include an information session, a business meeting and an exhibition, will be held in Palermo with stakeholders from all over Italy (local governments, commercial associations of creative activities, experts in marketing and branding, institutions preserving and promoting cultural heritage, universities, etc). The aim of this event is:*

- *the promotion of joint partnerships of cooperation of ACDs from EUMC and MPC countries and their pilot design products,*

- *the strengthening of entrepreneurship and innovation of ACDs enterprises,*
- *the contribution to the enhancement of commercial activities of ACDs both in MPC and EUMC.*

### **PP3\_ISIA**

After the Kick - off meeting in Athens, ISIA proceeded with to the field survey. This took place at the International Handicrafts Trade Fair (April 24-May 1, 2014) in Florence. So project team, had the opportunity to come together and converse with many craftspeople of various objects of specialization. The results of the survey and the overall progress of the object taken by ISIA, will be presented in September 2014 in the SWOT seminar.

### **PP4\_IVC+r**

The work assigned to the IVC+R in Medneta project is running very well. All commitments have taken off and we have had many meetings with different authorities and associations in charge of the ACDs in Valencia City as well as in the Autonomic Government of our Region.

We have met the cultural councillor of the Valencia municipality to present MEDNETA project, thinking that in fact our project is not only an economic asset but also a cultural tool to promote best standards of life, and also the general director of town planning in order to have all the assistance and comprehension related with the historical center of our city. We had an exchange also with the general directress of commerce in charge of the control and promotion of different crafts.

In relation with the associations we have met the directress of the Valencia Arts Center that will host our SWOT Seminar and the Steering Committee in July. We shared a conversation with the technical director of the Commerce Chamber and another one with the director of the commercial association of the Valencia Historic Center.

We have had two big meetings connecting all persons that previously had given their acceptance to participate in MEDNETA project. At the last meeting was incorporated the representing of the guild of ?Artistas Falleros?, an important branch of the craftsmen in charge of the famous Valencia Fests.

Finally we have very good news because the ?Colegio del Arte Mayor de la Seda? will be restored this year according to a project that had been waiting for a long time. We have an appointment with the architect in charge of the restoration. This is important, given that the silk proposed exhibition will take place in this monumental building.

In relation with the inquiry we have translated into Spanish language all the questions and we have prepared a letter to explain the purpose and objectives of this questionnaire and we have invited all the craftsmen to answer and participate in the SWOT Seminar in July.

Many other ideas are coming to our mind in order to achieve the best results of the MEDNETA project. But some of them will need the approval of the authorities

because they concern the use of monumental buildings as the Lonja of Silk (World Heritage Site), or the creation of itineraries showing the world of ACD's.

We are collecting information about the buildings that host ACD's in order to analyse the urban problems as itineraries, policy, difficult to improve new activities, technical infrastructures, heritage restrictions for rehabilitation etc. We are working trying to express in a few words the criteria, or guidelines for the pilot rehabilitation actions.

## **PP5\_ASM**

Historic spaces, crafts & artisans:

ASM launched its Mednetastudy in January 2014 after the project's first kick-off meeting, held in Athens. ASM team decided to analyze evolutions of heritage, space, the transmission of craft-related skills and knowledge in the Medina. In this initial phase of the project, the key focus is the current situation. A thorough review of the 'creative industries' in the Médina is clearly essential if recent evolutions are to be understood. What factors have impacted crafts the most? What new directions are emerging?

The urban fabric of the Medina is highly specific. Carefully examined as a living, material document it can provide much information about the different factors - cultural, socio-economic and political - which have shaped the city in the course of its fourteen centuries history. A careful reading of its past is crucial to grasp its holistic present.

There exist a small number of significant academic studies of craft-production in the Médina, in addition to reports produced by the ASM in the 1970s. The ASM's Medneta project team examined this existing data. This analytic phase will produce an overview of souks development over the course of history in addition to an analysis of the city's artisan corporations. It should be stressed that these historic economic organizations, so called artisan corporations, are a clear reflection of traditional Tunisian society in all its diversity. The artisan corporations had a well-established system, under which the corporation controlled the renewal of its governance structures, craft regulations (raw material specification all the way to pricing control) as well as a clear artisan recruitment into the corporation process.

A second area of interest was selected for this initial phase of the ASM / Medneta study since very little is known about the spatial organization of the Médina today; hence a field study on how craft activity is distributed today across the historic city has also been launched. How are spaces actually being used? The ASM's Medneta team set out to discover the realities of urban production through a qualitative survey based on in-depth interviews with artisans and artists as well as arts & craft schools around the Medina. The aim is to produce an overview of the current socio-economic realities of the art & craft industries, from the case of the single artisan working in relative isolation to those of fairly mechanized chains of production. The survey results can then be set against the older academic work, historic data on corporations as well as production sites and distribution channels, namely the souks and fondouks. The study can be said to be about reviving a certain *genius locii*. To date, some eighty artisans have been surveyed, based in the Médina's twenty or so souks, those artisans work in twenty-eight traditional craft. This field-survey is to be followed up with

map-work which will provide visual evidence of the main trends in craft activity in the old city.

Clearly the current survey, once finalized, will provide valuable information for both the heritage preservation advocates as well as contribute to potential future initiatives related to Medina's long term developments. A full overview of the major changes in the Medina's socio-economic fabric is lacking. The double-sided approach adopted in this first phase of the Medneta project in Tunis will serve as a foundation for the coming SWOT seminar –, where factors which threaten the craft industries will be presented. An initial reading of the survey's results gives an idea of the challenges facing artisans today; to cite a few: the decline of the specialization of souks emblematic, is clearly problematic as is the issue of crafts of great historical value expanding into areas far from their original souks or even becoming extinct. In short, the realities of craft-production in old Tunis are highly complex. The ASM team aspire that the initiate survey results, will highlight areas of cooperation with other MEDNETA partners, to enrich our overall arts & craft inventory, important to the livelihood of our heritage sites as it preserves our individual identities and contributes to better socio-economic conditions that make our historical urban inheritance sustainable.

#### **PP6\_GAIA-h**

Gaia Heritage followed the action plan while locally implementing the project in Beirut's context. According to the Work Package 4 "Regeneration planning of ACD's", we conducted a large fieldwork in our district. We first conducted an updating of our mapping of Mar Mikhael's creativity. We spotted 58 activities (<http://justmap.it/home.do?mapId=yerlOCLb0tw8>) that could be considered as ACD's. Among them, 29 are related to design (graphic, jewelry, interior, furniture, industrial or fashion design), 10 are related to crafts (framing, ironwork, silverware, Plexiglas...) and 19 are related to arts or project building (galleries, alternative restaurants, bookshops...)

At the same time we made our first acquaintance tour in the neighborhood, we met the creative and collected contact data. This actualization of the mapping allowed us to compare the 2014 situation with our former researches on the neighborhood (from 2010 to 2013) and to draw a preliminary analysis on the neighborhood's evolution. We especially noticed the rapid increase of recreative activities such as bars and restaurants, combined to a slower evolution of creative activities. We also noticed the beginning of change in the morphology of the place: first high-rise constructions and new volumetry.

We then tried to adapt the ACD's concept to the local context. We decided to adopt an extensive definition of ACD that would include places as alternative restaurants and artistic collectives. We would like to combine the numerous designers and craftsmen with some actors that are not necessarily creative by themselves but are hosting creativity or participating, as meeting places, in the creative atmosphere of the neighborhood. For instance, the restaurant Tawlet, hosts every day a different cook from a specific Lebanese region and tell stories and traditions through food. This restaurant is directly linked to a cooperative farmer's market called Souk el Tayeb

that is promoting bio products from the land. This place is unique in Beirut and deserves to be enhanced within the project framework.

After selecting a sample of representative ACD's within the neighborhood, we began the survey campaign. We have already conducted 22 interviews out of 30. We are currently preparing a methodology for analyzing these results. We are also preparing for the extension of the survey to cover the economic impact of the ACD's within the neighborhood with the support of a local University.

Furthermore, we approached stakeholders which could be useful for the project advancement. We especially contacted the Lebanese Minister of Culture in order to get information about the historic buildings of the neighborhood and to enroll the Ministry in supporting the project. We also contacted the Chamber of Commerce and Industry of Beirut and the Lebanese Central Bank, which could help us to implement MEDNETA, as the Bank disposes of a special fund dedicated to the support of the creative economy.

### **PP7\_BZU**

(1)

At the 3<sup>rd</sup> of April 2014, The Department of Architecture at Birzeit University held a preliminary meeting with the owners of crafts and traditional industries in the City of Hebron to introduce them to the project Mediterranean Cultural Network to Promote Creativity in the Arts, Crafts and Design for Communities' Regeneration in Historical Cities (MEDNETA).

In addition to BZU staff, the meeting was attended by representatives from the craftsmen and corporate sector, traditional handicrafts center, the municipality and the Chamber of Commerce and Industry in Hebron and Hebron Rehabilitation Committee.

Dr. Shadi explained the nature and aims of the project, and its effect on the reality of traditional crafts and industries in Hebron, he reviewed the work mechanism, that includes several meetings and workshops with craftsmen in Hebron to evaluate and analyze each industry. He added that the project will develop 10 models for these industries to promote them locally and globally.

At the end of the meeting, many suggestions and opinions of the craftsmen were discussed on the aspects of the project, the various problems facing the development of these industries, how to create a competitive environment, and how to share experiences with other areas in which the project is also runs mainly from Greece, Spain, Italy, Lebanon and Tunisia.

(2)

At 6<sup>th</sup> of Feb, 2014, a meeting was held in Hebron with Hebron Rehabilitation Committee, representatives Arch. Hilimi Maraqa and Mr. Anas Maraqa. During the meeting many issues were discussed, and BZU explained the nature and the aims of the project, also the meeting discussed the requirements for the next stage and opportunities for cooperation. The committee confirmed their desire to cooperate with BZU and to provide the project with all needed information about crafts and their owners and places in Hebron. Also they promised to designate a person to follow up the work with us.

(3)

At 23<sup>th</sup> of Feb, a meeting was held in Hebron with Hebron Municipality and Chamber of Commerce and Industry. During the meetings, many issues were

discussed, Dr. Shadi Ghadban (project director ) explained the nature and the aims of the project, and presented the partners involved in the project, moreover the meeting discussed the project requirements for the next stage and opportunities for cooperation. The Municipality and the Chamber confirmed their desire to cooperate with BZU, to provide the project with GIS maps and needed data, and with all available information about crafts and their owners and places in Hebron .

(4)

From 15<sup>th</sup> to 24<sup>th</sup> of February 2014, BZU team visited more than 12 craftsman workshops in Hebron, the team discussed with them the nature and aims of the project, they welcomed the project idea and confirmed their desire to be involved in the project.

(5)

Dr. Shadi held a meeting in 19<sup>th</sup> of January 2014, with the Union of Ceramic Produces and Hebron Rehabilitation Committee (HRC). The meeting discussed the necessary issues related to the kick-off meeting scheduled for 30<sup>th</sup> of January 2014.

(6)

Dr. Shadi attended the Kick-off meeting in Athena during the period 30 of January 2014.

(7)

In order to facilitate the contacts with the local population and to introduce them to the content of the fieldwork, BZU team translated the questionnaire into Arabic language and edited the Arabic version of the leaflet. Both materials under print.

(8)

The procurement of BZU project staff is completed. The fieldwork and data collection is ongoing and there is a good progress in this regard. The plan is to conclude this stage by the end of May, 2014 and to prepare the results for discussion during the SWOT seminar scheduled for 21/6/2014.