

## WP 6 - Med Forum

All partners will be involved with specialized roles under the guidance of the WP Coordinator (BZU). BZU will be assisted by GAIA-h regarding the setting up of the Med-Forum. The partners in the MPC cities (BZU, ASM, GAIA-h) will host the workshops that will have duration of 3 days in total and organize the activities that will take place in their city under the guidance of the WP Coordinator (BZU). The EUMC partners (NTUA, CRESM, GIC, ISIA and IVC+r) will provide training material for the transfer of experience and knowhow that will be presented by selected professionals, academics and experts from the partners' team that will participate in the workshops. ISIA will prepare the toolkit that will be available online.

### The main expected results of WP6 are:

- Create synergies and encourage cooperation schemes between the stakeholders of MPC and EUMC cities.
- Promotion of artistic dialogue from tradition to innovation, between MPC and EUMC cities.
- Training of young craftsmen, entrepreneurs, designers and other professionals involved in the creative industries with emphasis in the MPC.

### The activities of WP6 are:

#### 6.1 Setting up of the Med Forum

The performance of the above Forum as an open virtual lab of multi-cultural dialogue, for reconciliation between modern needs and tradition, for entrepreneurial enrichment and consolidation of SMEs and commercial activities by research, training programs and development towards sustainability.

**6.1.1** Finalization of the local stakeholders that will participate in the workshops.

**6.1.2** Prepare forms, logo and other web applications for the operation of the Med-Forum.

**6.1.3** Setting up of the main core of Forum participants.

**6.1.4** Activate the Forum and invite stakeholders to participate.

<b>6.2</b>	<b>Preparation of workshops (training programs)</b>
<b>6.2.1</b>	Prepare general guidelines for the workshop structure and activities including presentation sessions, roundtable discussions, site visits, events, etc.
<b>6.2.2</b>	Invite the local stakeholders that will participate in the workshops in the host MPC cities.
<b>6.2.3</b>	Prepare the training material and program for each workshop. The workshops will have a common structure focusing on promoting a) innovative design methods and cross border artistic dialogue, b) marketing techniques and c) entrepreneurial strategies. However their special focus will be differentiated in each city focusing on the specific needs and attributes of the target group of stakeholders (sector of creative activity, for instance textiles in Beirut, ceramics in Hebron, etc).
<b>6.2.4</b>	Select the EUMC experts that will participate in each workshop.
<b>6.2.5</b>	Prepare the location of the workshop venue.
<b>6.2.6</b>	Organize local workshop activities through a local organizing committee (visitor travel, transportation and accommodation, seminar sessions, site visits, joint work sessions, lunch and dinners, etc).
<b>6.2.7</b>	Accommodate a special session for pilot cooperation schemes between stakeholders from EUMC and MPC countries.
<b>6.3</b>	<b>Staging of the workshops</b>
<b>6.3.1</b>	Workshop in Tunis (special focus on applicability of traditional construction knowhow).
<b>6.3.2</b>	Workshop in Hebron (special focus on design).
<b>6.3.3</b>	Workshop in Beirut (special focus on entrepreneurship of young creators).
<b>The Quantified Outputs of WP6 are:</b>	

- Set up of Med Forum through web-portal
- Toolkit with training material
- Workshop I in Tunis
- Workshop II in Hebron
- Workshop III in Beirut