

WP 7 - Pilot Products and Implementation Schemes

The aim of WP7 is to make concrete the first cooperation schemes between local stakeholders of MPC and EUMC cities based on the contacts that are formed in the context of the workshops and the MED Forum. This aim is supported through the funding of a number of selected pilot design products that will be developed jointly by ACDs stakeholders of different cities. CRESM is the main partner responsible for organizing and coordinating this WP. The Project partners are responsible to provide to the WP Coordinator a list of potential stakeholder partnerships that can engage in pilot cooperation schemes identified mainly through the workshops and the MED Forum. CRESM will be responsible for selecting the products that will be financed by the project based on program related criteria and objectives (such as cross cultural synergies developed, originality and innovation representativeness, market potential etc) 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 ACDs 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.

The main expected results of WP7 are:

- Promotion of creativity and artistic dialogue between stakeholders from MPC and EUMC countries through the creation of joint design products.
- Establishment of new permanent forms of cross-border cultural and economic cooperation and networking in the ACDs among participating localities.
- Enhance involvement of local institutions in fostering local ACD's entrepreneurial activities and cross-border partnerships.

The activities of WP7 are:

7.1	Creation of pilot design products
7.1.1	Invite local ACD's to cooperate for the preparation of pilot design products.
7.1.2	Selection of proposals for funding – sign agreements with pilot stakeholders partnerships.
7.1.3	Approve staff and production costs for the preparation of products. Sub-grants will be provided to private companies at the MPC countries.
7.1.4	Supervise the preparation of the products.

7.2	Funding Schemes
Develop funding schemes and business strategies for the selected pilot products investigating the possibilities for cross border benefits and synergies created.	
7.3	Enhancement of entrepreneurial and commercial activities
7.3.1	Organization of one information day in each city in the context of WP5 closure for the promotion of joint partnerships of cooperation of ACD's from EUMC and MPC countries.
7.3.2	Stage one seminar for the promotion of entrepreneurship in each MEDNETA city with local government and associations.
7.3.3	Meetings held with local governments in each MEDNETA city to be informed on the project strategies, in order to foster proper accompanying measures for the enhancement of entrepreneurial and commercial activities of local stakeholders. This activity is of high importance for the MEDNETA Observatory establishment, since the first contact meetings with the potential meta-project managers of the observatory is scheduled.
The Quantified Outputs of WP7 are:	
<ul style="list-style-type: none"> ▪ First solid cooperation partnerships formed between stakeholders of MPC and EUMC countries ▪ Pilot products created ▪ Development of joint pilot funding schemes ▪ Consultations with local government regarding measures for enhancing entrepreneurial and commercial activities 	