



Output 5.3

Pilot Re-use Open (PRO) Market



NATIONAL TECHNICAL
UNIVERSITY OF ATHENS



Città di Prato



FUTURE



INNOMED-UP

Promoting UPcycling in Circular Economy through INNnovation and education for creative industries in MEDiterranean cities

Work Package (WP5): Pilot Integration Actions Output 5.3: Pilot Re-use (PRO) Market

Activities:	<p>A 5.3.1 Pilot Re-use Open Market in MPC > Tunis, Tunisia</p> <p>A 5.3.2 Pilot Re-use Open Market in EUMC > Prato, Italy</p>														
Output Participating Partners:	<table border="0"> <tr> <td data-bbox="395 786 997 913">National Technical University of Athens (NTUA), Greece</td> <td data-bbox="997 786 1418 913">Lead Beneficiary (BEN) WP1 Coordinator</td> </tr> <tr> <td data-bbox="395 913 997 1019">Environmental Planning Engineering and Management (EPEM SA), Greece</td> <td data-bbox="997 913 1418 1019">Project Partner 1 (PP01)</td> </tr> <tr> <td data-bbox="395 1019 997 1093">Municipality of Prato (MoP), Italy</td> <td data-bbox="997 1019 1418 1093">Project Partner 2 (PP02)</td> </tr> <tr> <td data-bbox="395 1093 997 1198">Centre for Economic and Social Research for the South of Italy (CRESM), Italy</td> <td data-bbox="997 1093 1418 1198">Project Partner 3 (PP03)</td> </tr> <tr> <td data-bbox="395 1198 997 1272">Municipality of Tunis, Tunisia</td> <td data-bbox="997 1198 1418 1272">Project Partner 4 (PP04)</td> </tr> <tr> <td data-bbox="395 1272 997 1346">Birzeit University (BZU), Palestinian Authority</td> <td data-bbox="997 1272 1418 1346">Project Partner 5 (PP05)</td> </tr> <tr> <td data-bbox="395 1346 997 1462">Future Pioneers for Empowering Communities' Members in the environmental and educational fields (FPEC), Jordan</td> <td data-bbox="997 1346 1418 1462">Project Partner 6 (PP06)</td> </tr> </table>	National Technical University of Athens (NTUA), Greece	Lead Beneficiary (BEN) WP1 Coordinator	Environmental Planning Engineering and Management (EPEM SA), Greece	Project Partner 1 (PP01)	Municipality of Prato (MoP), Italy	Project Partner 2 (PP02)	Centre for Economic and Social Research for the South of Italy (CRESM), Italy	Project Partner 3 (PP03)	Municipality of Tunis, Tunisia	Project Partner 4 (PP04)	Birzeit University (BZU), Palestinian Authority	Project Partner 5 (PP05)	Future Pioneers for Empowering Communities' Members in the environmental and educational fields (FPEC), Jordan	Project Partner 6 (PP06)
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Thematic objective: A.2 Support to education, research, technological development & innovation

Priority: A.2.2 SMEs access to research and innovation

Duration: September 1st, 2019 - August 31st, 2023 (48 months)

Countries: Greece, Italy, Tunisia, Palestine, Jordan

Budget: € 3.199.096,35

ENI contribution amount: € 2.879.186,72

Website: <http://www.enicbcmed.eu/projects/INNOMED-UP>

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1 ACTIVITY 5.3.1: PILOT RE-USE OPEN MARKET IN MPC > TUNIS, TUNISIA

1.1 OPEN MARKET REPORT

The Open Market event organized by the Tunis municipality within the framework of INNOMED-Up aimed to foster economic activity, showcase businesses and products of sub grantees, and promote community engagement towards up cycling and innovation.

The event aimed to communicate about the INNOMED-Up contribution to local dynamic but it served also as a platform for more clustering between small-scale entrepreneurs, artisans (waste producers), and vendors to display new and innovative practices and products and connect with a broader audience.

In the heart of Tunis, the Open Market event organized by the Municipality of Tunis took place from May 4th to May 13th at the Sainte Croix Presbytery, a magnificent building that was once in ruins but was rehabilitated and transformed by Tunis into a Mediterranean cultural center with a focus on supporting crafts. Attendees were 22 people, mainly young SME's, municipality staff and stakeholders from CE sector.

During this period the Municipality succeeded rising interest on sustainable practices, promoting eco-friendly products or initiatives that align with modern trends toward environmental consciousness. It was also an opportunity to encourage young to innovate and to adopt circular economy as a real alternative to modern life problems and rare sources.

The open market event allowed us to demonstrate to the various partners we worked with within the Medina throughout the project execution period that we are credible. The Municipality of Tunis listens and respond to the needs of citizens, civil society, artisans, small and medium-sized enterprises, research centers, partnerships, and more.

Furthermore, it showcased to the national authorities that the municipality is capable of fulfilling its role as a local decentralized authority. It provided financial support to SMEs and offered them the opportunity to market their products in an iconic building within the city. The open market started with a workshop attended by representatives from the Municipality, various relevant ministries, civil society, employers' organizations, and experts in the field. The event created an appropriate environment for exchanging experiences, expertise, and know-how. The Municipality also had the presence of press representatives from the Tunis Press agency and five national and regional radio stations, providing good press coverage of the event in both Arabic and French.

During 10 days the Municipality allowed the sub grantees to exhibit their products in the heart of the Medina in appropriate conditions to promote their products and to sell them. Thanks to the choice of this space they were visited and admired not only by local population but also by groups of tourists and diplomatic staffs. In addition to the exhibition space, the beneficiaries had the opportunity to present their projects, experiences, challenges encountered, and expectations during a panel discussion.

1.2 OPEN MARKET TUNIS PRESS RELEASE

Circular Economy Open Days

May 4 - 13, 2023 at the Municipal Cultural Center

Believing in the necessity of working to raise the quality of life in the ancient city, the municipality of Tunisia has participated in the Euro-Mediterranean project “Promoting the circular economy through innovation and training in creative industries in Mediterranean cities INNOMED-UP”, which will continue to be implemented from the end of 2019 to the end of August 2023. In partnership with the National Technical University of Athens, Greece, Birzeit University, Palestine; the Municipality of Prato, Tuscany, the Greek Environmental Planning Engineering Department, the Social and Economic Research Centre in Sicily, Italy, and Future Pioneers, Jordan. The funding allocated to the municipality of Tunis within the framework of this project is approximately 400 thousand euros.

As part of INNOMED-Up project, the Municipality of Tunis organized the “Open Days for the Circular Economy” forum from May 4 to 13, 2023 at the municipal cultural center “Sainte-Croix” on Zeitouna Mosque Street.

These open days will begin with a workshop organized on May 4, 2023, from 9am till 1pm, which will allow the exchange of opinions and ideas in order to advance the circular economy sector, in addition to encouraging SME to become part of their promising sector, by presenting existing experiences, especially those that received sub-grants through INNOMED-Up.

Within the framework of INNOMED-Up, the Municipality of Tunis succeeded in achieving:

- A field study outlining the reality of the situation regarding the Medina’s craftsmen’s waste and opportunities for upcycling
- SME training on launching, growing and upscaling an SME in circular economy
- An environmental study that outlines the reality of the situation and provides practical and implementable solutions aimed at improving the environmental and economic reality of the Medina based on circular economy opportunities.
- Acquiring of smart tools for Medina’s circular economy clusters
- Distribution of 15 grants to support innovative projects in the field of circular economy that demonstrate positive outcomes and encourage greater interest in the sector.

1.3 PHOTOS







2 ACTIVITY 5.3.2: PILOT RE-USE OPEN MARKET IN EUMC > PRATO, ITALY

Project activities began on April 4, 2022.

2.1 ACTIVITY LOCATIONS, STAFF INVOLVED AND VOLUNTEERS

"The Laboratory," at the venue have been working in the various activities:

- 4 service users including three Italian and foreign women
- 2 workers who trained and supported the users and managed the activities, specifically the worker beatrice Conti was in charge of the project and helped in the implementation of the bins and the reuse market
- 2 volunteers who helped in the realization of products derived from recycled materials and the promotion of the project

"The Solidarity Emporium," were made:

- collecting materials for the construction of the bins
- sorting of the already sanitized material collected through the bins
- deposit of material from the collection and storage
- reuse market

From the first emptying of the bins with the recovered fabrics and garments were made:

- bumpers
- coverlets
- kennels for animals
- crochet work
- object holders of various sizes
- old clothes with worn parts were refashioned or remodeled

Upstream of the final recycled product is significant ideation work in the face of substandard fabrics and products and a great deal of manual labor. The significant labor work does not allow for low-priced products, but costs such as the production of new products are incurred.

On April 1, 2023, in the square of the Solidarity Emporium, what has already been accomplished was

offered for display and sale in an exhibition market open to citizens. The day was promoted through a poster spread through mailing lists and social media of the various contributors to the project.

The work done was explained through posters printed by a university intern doing her internship.

One of the bin models made was displayed and presented on the occasion.

The turnout for the event was about 40 people over the course of the afternoon, not including the 10 organizers in attendance.

2.2 PHOTOS

 INNOMED-UP

 ENI
CBCMED
Cooperating across borders
in the Mediterranean


Project funded by the
EUROPEAN UNION


REGIONE AUTONOMA DE SARDIGNA
REGIONE AUTONOMA DELLA SARDEGNA

I materiali raccolti negli
smart-bins prendono
nuova forma
e nuova vita.



Sabato 1 aprile
ore 15:30 - 19:00
Emporio della Solidarietà
mostra-mercato del riuso

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Flyer Open Market

