

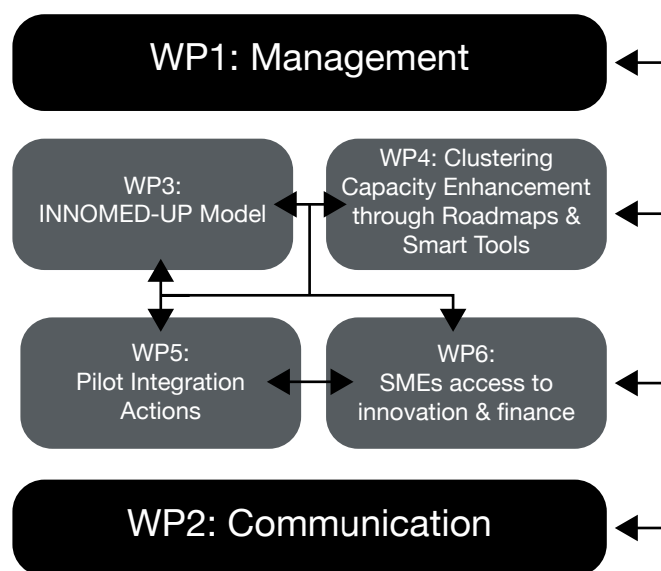
## INNOMED-UP target groups & final beneficiaries

**Target groups / entities directly and positively affected by the project:**

- 60 CCI SMEs involved in training activities on circular economy
- Higher educational institutes
- Research and development specialists
- Unemployed and marginalized people (mainly young people and women)
- Regional and local authorities
- Policy/ Decision Makers
- Over 3,000 citizens

CCIs Community is the target group which will be effectively reached & get involved during all project's phases. A bilateral way of communication & cooperation will be pursued & the absorption of innovative activities could lead to the boosting of CCIs clusters. Special actions will be devoted towards a more inclusive way for women and young people which is widely-known that are of great percentage in CCI community (i.e. women in the handicrafts construction in MCP or young people in the new technologies in EUMC).

## INNOMED-UP Structure



## Lead Beneficiary:

- National Technical University of Athens NTUA, Greece, Attiki  
[www.ntua.gr](http://www.ntua.gr)

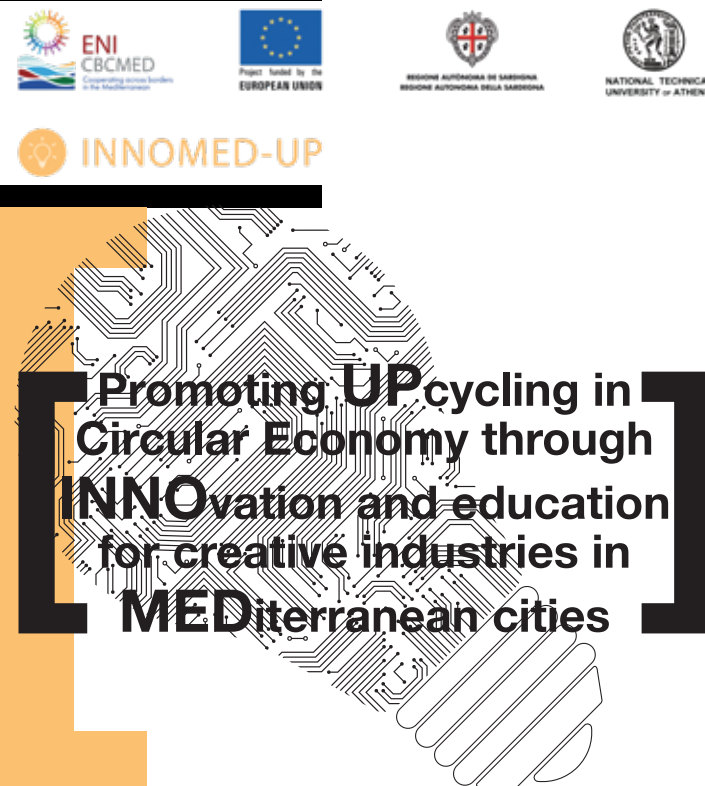
## Project Coordinator

- Emeritus Professor, Sofia Avgerinou - Koloni as,  
School of Architecture, NTUA.

## Partners:

- Environmental Planning Engineering and Management - EPEM  
Greece, Attiki  
[www.epem.gr](http://www.epem.gr)
- Municipality of Prato - MoP  
Italy, Toscana  
[www.comune.prato.it](http://www.comune.prato.it)
- Center for Economic and Social Research for the South of Italy - CRESM  
Italy, Sicilia  
[www.cresm.net](http://www.cresm.net)
- Municipality of Tunis  
Tunisia, Tunis  
[www.commune-tunis.gov.tn](http://www.commune-tunis.gov.tn)
- Birzeit University - BZU  
Palestine  
[www.birzeit.edu](http://www.birzeit.edu)
- Future Pioneers for Empowering Communities' Members in the environmental and educational fields - FPEC  
Jordan, Amman  
[www.future-pioneers.org](http://www.future-pioneers.org)

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## INNOMED-UP

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

**Thematic objective:** A.2 - Support to education, research, technological development and innovation (Promote economic and social development)

**Priority:** A.2.2 - Support SMEs in accessing research and innovation

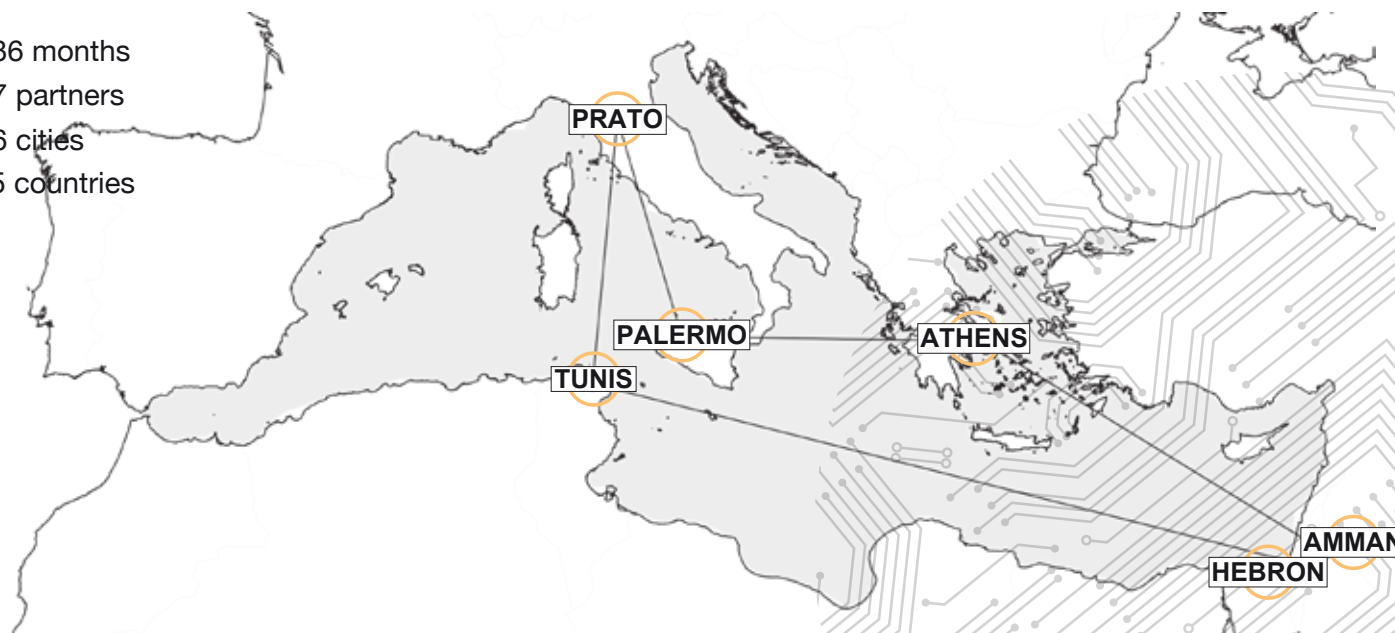
**Project Duration:** 01 September 2019 – 31 August 2022

INNOMED-UP project is implemented under the 2014 - 2020 ENI CBC "Mediterranean Sea Basin Programme" (<http://www.enicbcmmed.eu>). Its total budget is 3.199 million Euro and it is financed for an amount of 2.8 million Euro by European Union through the European Neighbourhood Instrument.

<http://www.enicbcmmed.eu/projects/innomed-up>

## INNOMED-UP Overview

- 36 months
- 7 partners
- 6 cities
- 5 countries



## Main expected results

**INNOMED-UP aims to achieve the following results:**

- Revitalization of city centers through the adoption of CE principles by Cultural and Creative Industries
- Utilization and Promotion of local know-how
- Production of new collaboration networks and clusters
- Production of new innovative products from recycled/upcycled materials

The adoption of circular economy procedures within Cultural and Creative Industries will improve waste management thanks to technological absorption and innovative knowledge transfer consequently, transforming Med-cities into more resilient territories. The implementation of these procedures, it is expected to promote job contracts of scientific experts and technical staff and also SMEs will benefit of research opportunities born from clusters and innovation vouchers to acquire equipment and mentorship support.

## Expected achievements

INNOMED-UP proposes to work with CCIs to shift local urban economies towards a circular production and consumption paradigm including optimal use of material resources, innovation enhancement for SMEs, knowledge transfer among cities, social inclusion and citizens' engagement. The project will work at a cross-border level supporting both technological developments (such as modern procedures of upcycling, technological informative platforms, etc.) and traditional recycling practices.

## More specifically:

- 1 Model for the Mediterranean cities to foster a circular economy in urban planning
- 6 SWOT & PEST Workshops in each participating city
- 4 Socio-Urban circularity workshops in Athens, Hebron/Nablus, Palermo and Amman
- 6 Clustering roadmaps of existing CCI networks and production chains
- 6 Pilot clusters of CCI SMEs established in selected Mediterranean historic cities
- 2 smart prototype tools for waste collection (smart bike and smart garbage bin)
- 1 Central Information System to monitor waste collection
- 1 Open Source Repository for circular designs and eco-design toolkits
- 27 Pilot Innovative products and services
- 2 Reuse Open Markets to foster the upcycling and creative use of waste or unwanted materials
- € 205,000 granted to SMEs as innovation and mentorship vouchers

## INNOMED-UP Key concept

Mediterranean Cities face the problem of overwhelming waste production demanding effective and urgent actions. Circular Economy principles may offer a solution to this problem. As recently a remarkable percentage of urban production in city centres is represented by Cultural and Creative Industries (CCIs), the involvement of CCIs in Circular Economy schemes is of great importance.

Although there are disparities between cities in the North and the South of the Mediterranean Sea, Mediterranean cities share common cultural characteristics. Therefore, by building on their common identity and by integrating into their productive schemes the principles of circular economy, Mediterranean Cities can create resilient urban environments and communities, establishing a supportive framework for CCI SMEs clustering. INNOMED-UP proposes to work with CCIs to shift local urban economies towards a circular production and consumption paradigm including optimal use of material resources, innovation enhancement for SME, knowledge transfer among Med-cities, social inclusion and citizens' engagement.

The project will work at cross-border level contributing with technological developments while sustaining traditional organizational cooperation schemes and recycling practices that the EUMP have abandoned.

## INNOMED-UP Objectives

The project overall objective is to propose a strategy for Med-cities, where Cultural and Creative Industries (CCI) SMEs create Circular Economy (CE) clusters locally and participate at cross border innovation networks thus promoting urban and social inclusion.

This aim will be achieved through the following specific objectives:

- CCI SMEs Clustering in the Mediterranean historic city centers promoting urban revitalization & social integration. Networking at cross border level, accessing knowledge innovation. Endorsement of Industrial Symbiosis, Social Economy & Cross-Border schemes. Synergies with local governments & stakeholders.
- CCI SMEs access to new & external knowledge from the research / educational sector & experts on CE & training on the use of new technologies & smart tools to accelerate innovation & boost their competitiveness. Deliver new innovative products & new business models for CCI SMEs on the circular economy concept.
- Promotion of social engagement with CE practices through six case study clusters & active involvement of local stakeholders / local communities. Boosting job opportunities. Enhancement of Social Cooperative Entrepreneurship and Sharing Economy. Promotion of social inclusive & gender equality policies.