

CARISMED

Capitalization for Re-setting Innovation and Sustainability in MED-Cities

FOURTH NEWSLETTER: The CARISMED Project News, 2023

Dear Readers,

I am addressing you at the beginning of this newsletter, the fourth in the series of the newsletters for the CARISMED Project, which coincides with the eve of the closing conference and the final meeting of the project's steering committee, the two events that will take place on December 19 and 20, 2023, online and hosted by Birzeit University on the University campus in Palestine. This forceful measure comes due to the painful and unfortunate events currently taking place in the Palestinian territories. In the coming days, the conference agenda will be ready and announced on social media, including on the project webpage, Birzeit University website and the project Facebook page to enable those from the local, regional and international community who wish to attend the conference and participate in its activities. The efforts of all partners in the last six months have focused on planning and implementing the training workshops in the six cities participating in the project. These workshops were organized according to a clearly defined training program, which was prepared and approved in a way that allows the greatest extent of flexibility for each partner to make whatever modifications it deems compatible with the needs of each city, its circumstances, characteristics and environment, as well as with the strategy that each city will follow in planning, designing and establishing the Creativity laboratory (LCARS) in accordance with the directions approved by the Steering Committee in this regard. The training program included various activities that covered specific topics such as Networking & Clustering, Circular, Smart, Green, and Sustainable Practices, and Proximity & Spatial Re-use. The culmination of these activities was the holding of the consolidation workshop, which focused on establishing the relationship between the craft clusters that will be hosted by the Creativity Lab and the stakeholders and partner institutions. Its primary objective was to present the outcomes of the training workshops regarding designing, establishing, and equipping this laboratory, determining its working mechanism, and concluding the memorandum of understanding (MoU) related to that context. I hope that this newsletter content will be able to convey a clear picture of the activities that have been accomplished, and I also hope that this information will be accessible and useful to all who follow the project's news and achievements.

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Organized LCARS Training - BZU

The BZU team (LB) held a series of training sessions for SMEs focused on LCARS (Low-Cost adaptive re-use) of abandoned buildings to establish a CCI (Cultural and Creative Industries) Innovation Lab in Hebron. Spanning four days from July 23 to August 2023, 13, at Uncle Saleh Hall, the workshops engaged 13 SMEs from diverse sectors like Handmade Accessories, Crochet, and Cactus gardens. They aimed to introduce Circular Economy concepts, develop skills in innovative upcycling and circular design, involve both business and public entities, and pave the way for future training programs. The workshops successfully laid a groundwork for sustainable projects, encouraged collaboration, incorporated green building principles, fostered creativity, implemented circular economy practices, managed waste, and evaluated environmental impacts in both MSMEs and urban development strategies.



Organized Consolidation Workshop

The BZU team (LB) facilitated a consolidation workshop in Hebron City, uniting key stakeholders and CCI SMEs cluster members. The focus was on "Establishing the Relationship between Craft Clusters in the Innovation Lab and Partner Institutions." Held on August 27, 2023, at Uncle Saleh Hall, participants included SMEs from prior training workshops and significant stakeholders like the Municipality of Hebron, governmental bodies, and private sector representatives. The workshop's goal was to present and discuss the outcomes of earlier training sessions, aiming to design and create a studio lab for craftsmen. Key points included defining the lab's mechanism, naming it as a "Laboratory for Craftsmen," outlining activities, specifying equipment, establishing partnerships, and drafting MoUs to be signed between the Hebron Municipality as owner of the building, and another one with all stakeholders. These MoUs were intended to solidify relationships between the municipality, stakeholders, and SMEs to ensure the laboratory's success. An agreement on timelines for upcoming steps was also achieved.



Studio Lab

The BZU team scouted abandoned buildings within Hebron's old city to establish an SMEs Laboratory. They evaluated 5 public buildings, intending to implement the LCARS approach. Among these, the Abu Khalaf Building, owned and operated by the Hebron Municipality, was selected due to its potential as a Tourism, Heritage, and Archaeological Centre post-restoration in 2021. The chosen space is located on the basement level of the two-story building. Following training workshops and collaboration discussions, meetings were held with the Center director, stakeholders involved in the building's restoration, and SMEs. Their objective was to design methodologies based on LCARS's key elements. Presently, the focus is on preparing tenders for rehabilitation and commencing execution. SMEs are actively involved in both indoor and outdoor space renovation, particularly in crafting furniture for the facility.



Organized LCARS Training - CEEIM

CEEIM has organized the LCARS training under the title "Sustainability and Innovation for the Cultural and Creative Industries Sector" during the period of 5th to 26th of September. The training covered five modules which are:

1. Introduction to the circular economy
2. Innovative methods and tools for recycling, eco-design and circularity of product design
3. Low-Cost Adaptive Reuse Strategy (LCARS)
4. Sustainable, green and smart practices
5. Eco innovation, Design of business models/circular value proposition and Green Marketing

21 participants in total attended the training from the sectors: Design, Performing arts, architecture, cultural events, technology and multimedia. The training experts provided both theoretical baseline knowledge about sustainability and circular economy related to the ICC sector, and case studies and practical resources that participants could use to put into practice the concepts and apply them to their own professional projects.



Organized Consolidation Workshop

CEEIM has organized the consolidation workshop under the title "Circular economy and low-cost adaptive reuse strategy in the Cultural and Creative Industries sector and included representatives from the SMEs of the ICC sector and the Regional Development Agency. The workshop was a valuable opportunity to discuss important topics under the project, mainly;

- Recap and review of the key concepts from all training modules to ensure understanding among participants
- Group work: Defining a customized framework to apply circular economy and LCARS in specific creative and cultural domains.
- Interactive activity: Scenario based problem solving exercise. Participants apply the concepts to real-world scenarios in their industry.
- Action plan development: individual or organizational action plan for incorporating circular economy principles and LCARS strategies into their work.
- Conclusion and Brainstorming for further collaboration pathways between stakeholders.



Organized LCARS Training - ISMed /CRESM

The development of clusters within a circular economic model cannot exist independently from the economic, legal, and fiscal context. Small and medium-sized enterprises (SMEs) often require a bolstering of their core competencies to strengthen their human capital, enabling them to confront larger challenges, such as transitioning to a circular model of production and development.

In this perspective, CRSEM in cooperation with ISMed has organized training activities during the period of 26 October – 13 November, 2023 aimed to fortify the entrepreneurial foundations essential for the development of the LCARS model.

More than 12 people belonging to local CCI SMEs attended the training which covered the topic of: Accounting; Digital Marketing; Tax Law; Corporate Finance and Banking; Websites: Content, SEO, and SEM addressed to CCI SMEs, which adopt LCARS techniques.

Potential MoUs are foreseen with some of the following stakeholders: The Metropolitan City of Palermo; The Chamber of Commerce of Palermo and Enna; Confcooperative; Confartigianato; Local SMEs and NGOs.



Organized LCARS Training - Collectif Créatif

Collectif has organized the LCARS training during the period of 5th to 12th of November, 2023. It was delivered to 8 SMEs from the local community who expressed a keen interest in developing skills related to sustainable urban development, preservation of cultural heritage, and innovative approaches to repurposing spaces. Consultancy needs revolved around understanding local regulations, accessing funding opportunities, and fostering community engagement in repurposing initiatives. The Key themes included are understanding and applying LCARS principles, exploring sustainable business models within the Social and Solidarity Economy (SSE) sector, and navigating the intricate landscape of financing tools. Through a combination of theoretical discussions, case studies, and hands-on activities, participants gained practical knowledge and skills aimed at revitalizing the local creative and cultural industries while contributing to the overall sustainable transformation of the Medina.



Organized Consolidation Workshop

The Consolidation Workshop convened a diverse array of participants and stakeholders. The collaborative space witnessed the active engagement of artisans from the Medina, bringing forth the invaluable expertise of local craftsmen. Young designers from the vibrant community of Collectif Créatif's Maker Space infused the discussions with innovative perspectives.

Entrepreneurs from JCI (Junior Chamber International) Medina, independent artists, designers and design students further fueled the exchange of fresh ideas and fostered a multi-generational, multidisciplinary approach to the sustainable development initiatives within the Medina of Tunis.

Progressing towards strategic partnerships, we are currently in the process of finalizing the Memoranda of Understanding (MoU) with key stakeholders, including Mdinti an economic coalition of artisans and shop owners within the Medina of Tunis and JCI Medina. These agreements are poised to fortify collaborative efforts and lay the foundation for impactful initiatives in the Medina.



Organized LCARS Training - FPEC

Future Pioneers organized LCARS training for 12 of the registered SMEs in Irbid during Sep, 2023 over seven days; The first six were theoretical training while the last day was practical training organized at Al-Zahra'a Park building that will be restructured to become the SMEs Studio Lab. The trainer discussed with the participants the different possible interventions that can be implemented in this building using LCARS measures in order to become a better environment that hosts the SMEs, and provide a live learning pilot for the others. Each SME was asked to provide development ideas that coincides with their background and skillset to be implemented at a later stage. It's worth mentioning that the theoretical training took place at the Info-Point premises and raise awareness on the important role of the Info-Point.



Organized Consolidation Workshop

The organization of the consolidation workshop between the key stakeholders and the CCI SMEs cluster members came as a result of the selection and training of (12) SMEs on LCARS measures and as a result of the selection of Al-Zahra'a Park building owned by The Greater Irbid Municipality (GIM) to become the Studio Lab for the SMEs. The workshop was organized on Sep 26th, 2023 at the meeting room of (GIM) to facilitate the participation of the relevant staff members as they are the key stakeholder in our project.

GIM has signed an MOU with Future Pioneers in order to maintain Al-Zahra'a Park building to be the Studio Lab for the SMEs and to be a real live example of them about the benefits and importance of LCARS measures.



Studio Lab

Based on signing the MOU with Greater Irbid Municipality and based on the completion of the LCARS training for the 12 SMEs, Future Pioneers developed the LCARS strategy for Al-Zahra'a Park in an interactive video to showcase possible ideas and measures that can be implemented and to show the before and after differences of applying the LCARS measures.

Accordingly, The actual work started on Oct 15th, 2023 and its is planned to be completed by Nov 30th, 2023.

