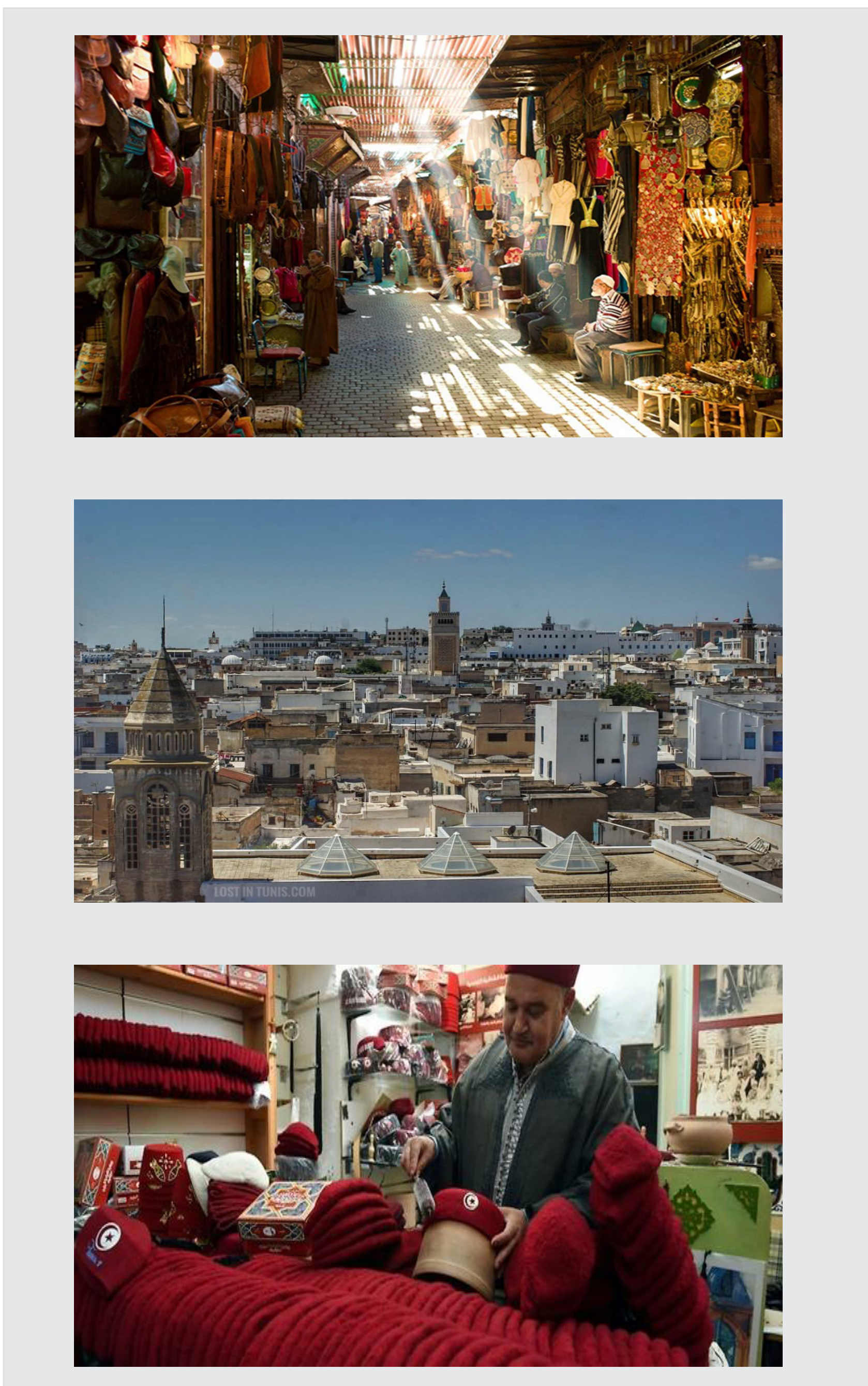


The Municipality of Tunis was founded on the 30th of August 1858. It is the first municipality created in the Arab world. Its historic heart is the Medina, has been listed since 1979 as a UNESCO World Heritage.

The 13 hundred years Medina, was chosen by the Municipality of Tunis to be the geographic focus of INNOMED-Up project. Medina’s souks, have been the trade centre for arts and crafts, ever since its foundation around the 8 th century. Shared economy and cluster economy, have always been an integral part of Medina’s business model. Mediterranean migrations settled in the Medina at different eras, moving in the Medina with their craft skills, to convert it into a souk, with interdependent micro-business, each with a specific skill, at small workshops in Medina’s hidden alleys.



# TUNIS CASE

## INNOMED-UP CITY CLUSTERS

### LOCAL STRATEGY DESIGN

During INNOMED-Up survey, the Municipality of Tunis, was able to map and identify SMEs located in the Medina of Tunis, which are 59% artisan workshops, 15% restaurants, cafes and guesthouses; 8% street stands and 8% homebased businesses. SWOT and PEST analysis generated opportunities in circular economy, which could render the Medina more resilient. INNOMED-Up mapping in Tunis, included a mapping of all abandoned collapsed historical buildings in the Medina, and intensive research to identify which are public owned. Public owned spaces, were subject, at a later stage, to repurposing ideas, for use as community spaces, that improve women public space participation, and safe space for youth and families.



Zero Waste Exhibition  
At Palais Khairreddine

The Medina has initiated several activities related to waste valorisation and advocacy; most important is the initiation of ‘Ecole de la Propreté’ a school that is dedicated to youth environment education and municipal staff, skills development and environmental education. The Medina also hosted the first ‘Zero Waste’ exhibition last year, during which important awareness activities, workshops and dedicated newspapers were published to spread the ‘Zero Waste City’ objective. There are also 2 urban composting/farming pilot projects realized in the Medina, the first is related to school gardening at 2 Medina based schools and the 2nd tries to initiate inclusive urban farming practices.

### SWOT AND PESTLE ANALYSIS SUMMARY



The Municipality of Tunis, signed 4 MoU’s, 2 of which with educational institutions and two with international partners:

1. The first MoU was signed with Esprit University, to collaborate on academic and technical assistance in cluster development as well as dissemination of smart tools and sub-grants.
2. The second was signed with 9 April University, to improve graduates job creation through awareness of opportunities in alternative economies and to improve accessibility of students to market opportunities and job creation.
3. MoU was also signed with AIMF (Association Internationale des Maires Francophones) to assist municipality in setting up process for better public space management mapping, real estate investigation of municipal properties as well as improving internal municipality property management.
4. MOU was signed with the city of Namur (Belgium) to improve circular economy opportunity initiation through adapted space for SME’s lead by youth assistance to launch a Co-Creative Hub for Medina’s youth.

### COMMUNITY & STAKEHOLDER INVOLVMENT



Training sessions organised at  
the Ecole de la propreté of Tunis

MAP



RESULTS

The circular economy open market held at the Medina of Tunis Saint Croix Church was a resounding success, leaving a lasting impact on the community and promoting sustainable practices within the historic Medina.

The event brought together local residents, SME's, and organizations passionate about embracing a circular economy model to minimize waste and maximize resource efficiency.

One of the highlights of the event was the upcycling exhibition, where subgrantees showcased their creative and innovative products made from repurposed materials. From stunning furniture crafted out of reclaimed wood, plastic,... to fashionable accessories crafted from discarded textiles, the exhibition not only demonstrated the potential beauty of repurposed items but also inspired attendees to reimagine waste as a valuable resource.

Tunis's entrepreneurial landscape witnessed a remarkable boost thanks to INNOMED-UP opportunities as 15 deserving Small and Medium Enterprises (SMEs) received a wave of support through the CCI's generous sub-grants. With a strategic vision in mind, these grants were thoughtfully distributed to empower the local business community.

- Among the recipients:
- 4 SMEs awarded sub-grants as innovation vouchers.
  - 9 beneficiaries as pilot products.
  - 2 exceptional enterprises were granted sub-grants for a cross-border mentorship program.

Together, this dynamic ecosystem is poised for success and bound to develop Tunis' entrepreneurial spirit and to promote creativity.

