



Prato/ Italy © Fernando Guerra

## NEWSLETTER: The INNOMED-UP Project NEWS, 2020

[promoting UPcycling in  
circular economy through  
INNOvation and education  
for creative industries in  
MEDiterranean cities]



Blue Cycle, © NTUA



© Manifattura Maiano



Blue Cycle, © NTUA



ΠΟΙΩ, Athens Municipal Maker Space © NTUA



## NEWSLETTER: The INNOMED-UP Project NEWS, 2020

# INNOMED-UP

Dear readers of INNOMED-UP Newsletter,

I present you with great pleasure the 2nd Newsletter of the INNOMED-UP Project. In the intervening period there have been several interesting and encouraging for our continuation events.

Let me kindly remind to INNOMED-UP readers that Cross-Border Cooperation (CBC) initiative implemented by the EU under the European Neighborhood Instrument (ENI) Programme, seeks to enhance sustainability in urban settings through the adoption of best practices to promote Circular Economy by small and medium-sized enterprises of Cultural and Creative Industry (CCI SMEs).

To this end, during 2nd semester, INNOMED-UP Project Partners from all participating cities (Athens, Prato, Palermo, Medina of Tunis, Hebron, Nablus and Irbid), despite the urgent circumstances due to Covid19-outbreak, all have managed to successfully carry out various SWOT and PEST Workshops (or Webinars), as scheduled. Each partner, respecting the public health protocols of each country, managed to highlight the existing situation (problems and opportunities) of each city with the participation of local CCI SMEs & other stakeholders. As a consequence of Covid19- pandemic, the organization of events differed from country to country. The EUMP countries organized their Workshops online (Webinars), while the MPC countries, respecting the rules of social distancing, organized them with a physical presence. Briefly, the purpose was to involve the potential stakeholders and future beneficiaries (CCI SMEs) through Workshops and Webinars, to understand the dynamics of each area (SWOT analysis) as well as the various external factors (PEST analysis) and to distill the CCI SMEs special characteristics and the priorities for each city.

In order to conduct the SWOT and PEST analysis for the INNOMED-UP cities, data, official statistics and existing relevant surveys and programs were gathered from INNOMED-UP stakeholders in order to be studied. SWOT and PEST analysis took also input from the respective Workshops and Webinars in order to assess the dynamics of each area and the external factors that affect the local businesses.

All Project Partners have already prepared preliminary assessment reports for the participating cities according to the Workshops' (or Webinars') results. Focusing on special characteristics of each city and specific strategy components will be used in the next step, that of the clustering roadmaps and eventually the pilot clusters, which will be implemented during the project. Henceforth, the INNOMED-UP Project, in spite of an on-

going health crisis, enters new activities:

- The 2nd Steering Committee (SC) - the highest decision-making body of the Project including representatives of all Project Partners -will be held online by the beginning of November 2020, in order to put in place all technical, financial, scientific and time scheduling issues, as well as 'contingency measures', to mitigate all risks generated by Covid19- during Project's lifetime. Among other issues, the INNOMED-UP partnership will decide for all the appropriate measures, which, in current conditions of the pandemic, are deemed necessary to enable remote communication across digital channels by using effectively online tools.

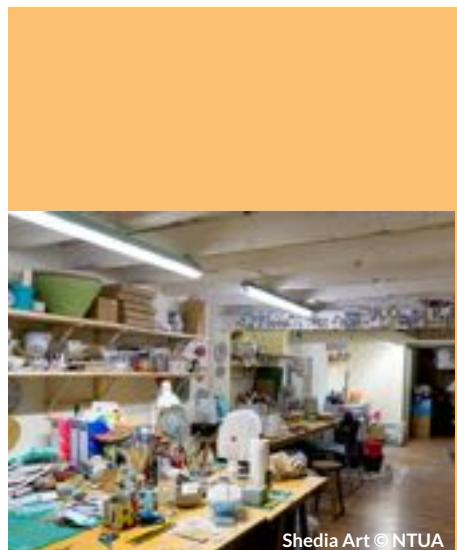
- Reaching the end of the 1st year, in order for the first results of Project's research to be presented (Methodological Framework and Strategy design for Specialization of the INNOMED-UP Holistic Approach at a local level), the 1st INNOMED-UP Conference will be soon held via online communication channels and in accordance with all the instructions imposed by the current health crisis.

- Alongside all horizontal activities are in progress such as communication and management of the Project. We move together with collegiality and we are confident of the excellent cooperation on new challenges lied ahead. We deeply believe that each partner has an important role in our Project and is an integral link in the chain. Everyone alone but rather together make every effort to support the Project and the successful completion of which we are confident, even in these conditions of the current health crisis generated by COVID19-.

Stay abreast of the progress of INNOMED-UP Project through our official website (<http://www.enicbcmed.eu/projects/innomed-up>) and social media (INNOMED-UP Facebook, Twitter, Instagram, LinkedIn and YouTube).

Kind Regards,

**Sofia Avgerinou Kolonias**  
INNOMED-UP Project Coordinator  
Emeritus Professor, Department of Urban and  
Regional Planning  
School of Architectural Engineering  
National Technical University of Athens (N.T.U.A.)



Shedia Art © NTUA



ΠΟΙΩ, Athens Municipal Maker Space © NTUA

Follow us at:



**promoting UPcycling in circular economy through INNOvation and education for creative industries in MEDiterranean cities**

**promoting UPcycling in circular economy through INNOvation and education for creative industries in MEDiterranean cities**



**NEWSLETTER:  
The INNOMED-UP Project NEWS,  
2020**



REGIONE AUTONOMA DI SARDEGNA  
REGIONE AUTONOMA DELLA SARDEGNA



NATIONAL TECHNICAL UNIVERSITY OF ATHENS

## A Closer Look at INNOMED-UP Partners Efforts



SWOT-PEST webinars, NTUA, Athens/ Greece



NTUA, SWOT-PEST interactive platform

### The Circular Economy of CCI SMEs towards the revitalization of Athens collaboration, networking, innovation, education and know-how

by lb NTUA, Athens, GR

As European policies focus on the necessity to move towards a cyclical model regarding production and consumption, the INNOMED-UP Project seeks to enhance sustainability in urban settings through the adoption of best practices to promote circularity by small and medium-sized enterprises of Cultural and Creative Industry (CCI SMEs).

In this direction, facing the current circumstances of the Covid19- pandemic, INNOMED-UP Lead Beneficiary NTUA organized a SWOT-PEST Webinar series for the city of Athens, as an INNOMED-UP Pilot area, consisting of 4th webinars on Tuesday 2020/7/14 at 21:00 - 16:30 and Thursday 2020/7/16 at 21:00 - 16:30, each one with its own set of main theme questions and quick polls - outcomes.

The Webinar series has provided an opportunity for sharing and discussing, in an interactive and educational process, aiming to enhance dialogue and cooperation between several stakeholders: Public administration, Municipalities, professional organizations, chambers and trade associations (related to SMEs of Cultural Creative Interest - CCI), local government and relevant administrative authorities, public or private institutes and organizations, for the promotion of recycling, upcycling and eco-design, and other relevant Circular Economy initiatives to CCI SMEs.

• The 1st Webinar, co-organized by Project Partner 1: EPEM, addressed "Circular Economy - key considerations and challenges" (Procedures & Good practices) and all the participants from NTUA, EPEM, the Ministry of Environment and Energy, the Region of Attica, the Project "Waste4think", the Hellenic Recycling Agency and the Greek street paper "Shedia" had the chance to discuss the implementation of Circular Economy practices in the city of Athens.

• The 2nd Webinar addressed "Innovation, New Technologies, Education and Knowledge" (Integrating upcycling processes into Creativity, Good Practices, Design, production and distribution of innovative products) and all the participants from NTUA, EPEM, the Ministry of Development & Investments, the Athens Municipal Maker Space, the BlueCycle Lab, the Greek street paper "Shedia" and the initiative of "THE NEW RAW" had the chance to discuss best practices on how CCIs SMEs can integrate upcycling processes into Creativity, Design and Production of innovative products.

• The 3rd Webinar addresses "Creativity and Entrepreneurship opportunities" (Upcycling, Creativity & Networking) and all the participants from NTUA, EPEM, the Hellenic Confederation of Professionals, Craftsmen & Merchants (GSEVEE), the Athens Chamber of Commerce

and Industry (EBEA), the Athens Chamber of Small and Medium Sized Industries (BEA), the Athens Gold & Silversmith's Association and the Impact Hub Athens initiative had the chance to discuss about CCIs SMEs networking opportunities in the historic center of Athens, implementing Circular Economy practices.

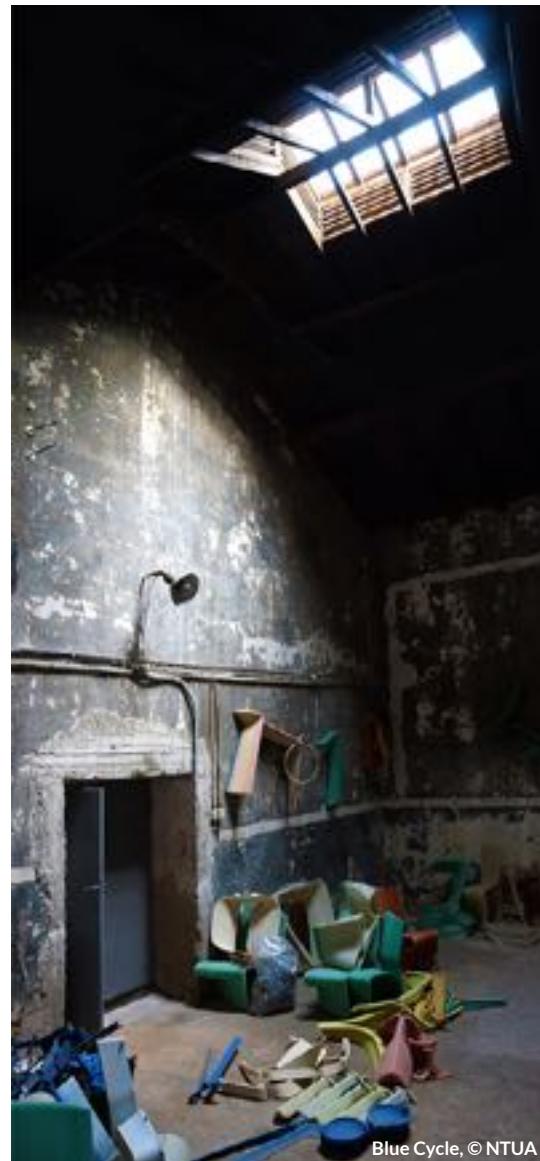
• The 4th Webinar addresses "Planning processes on SMEs at the historic center of Athens" (Creativity in the building shell and in the urban setting) and all the participants from NTUA, EPEM, the Athens Development and Destination Management Agency (EATA), the Centre for Renewable Energy Sources & Saving (CRES), the Athens Traders Association, the Hellenic Association of Architects, the Panhellenic Association of Engineers Contractors of Public Works and professors from the School of Architecture of NTUA had the chance to discuss about the role of planning for the revitalization of CCIs SMEs in the historic center of Athens, implementing Circular Economy good practices.

Finally, on Wednesday 2020/07/22, INNOMED-UP Lead Beneficiary NTUA and Project Partner 1: EPEM co-organized the 5th and last closing SWOT-PEST Webinar for the city of Athens. During this final Webinar, all the outcomes of the 4 previous Webinars were presented and culminated, in parallel, with the set of the main theme answers of the quick polls that each one webinar had.

This final online event, addressing the «The Circular Economy to CCI SMEs for the revitalization of Athens - collaboration, networking, innovation, education and know-how», focused on SWOT - PEST analysis devoted to conclude the different themes and issues addressed during the 4 previous webinar series, allowing more engagement and discussion among all INNOMED-UP stakeholders who participated in all the 4 previous webinars.

Finally, it is pointed out that the participation during the SWOT-PEST Webinar series for the city of Athens exceeded all expectations, with the total number of participants exceeding 70 people. Public administration, Municipalities, professional organizations, chambers and trade associations (related to SMEs of Cultural Creative Interest - CCI), local government and relevant administrative authorities, public or private institutes and organizations, had the opportunity to share and discuss, in an interactive and educational process, the promotion of recycling, upcycling and eco-design, and other relevant Circular Economy initiatives to CCI SMEs for the city of Athens.

For detailed information and easy access to all the Webinars' presentations, please visit <http://www.innomed-up.eu/webinar/>



Blue Cycle, © NTUA

**[promoting UPcycling in circular economy through INNOvation and education for creative industries in MEDiterranean cities]**



**NEWSLETTER:  
The INNOMED-UP Project NEWS,  
2020**



REGIONE AUTONOMA DI SARDEGNA  
REGIONE AUTONOMA DELLA SARDEGNA



NATIONAL TECHNICAL UNIVERSITY OF ATHENS

**Circular Economy principles in the center of Athens**

by pp1 EPEM, Athens, Greece

Circular Economy (CE) was the thematic session of the first SWOT-PEST webinar that was held in Athens. A wide range of stakeholders, including civil organizations, waste management experts, SMEs etc., participated. Each participant addressed certain topics concerning CE (description of organization's work related to CE, analysis of SMEs' role in waste management, description of the current situation in Greece etc.).

Circular Economy has been characterized as a robust model with many economic, social and environmental benefits. In this context, the need of integrating the Circular Economy principles in the center of Athens was highlighted. An analysis concerning the main characteristics of the current situation was made. More specifically, as it was mentioned, the lack of public waste collection infrastructure and system, which has worsened due to COVID - 19, intensifies the need for a new model to be established. Moreover, this urge was amplified by the current situation of Athens' center environment, which includes old non-sustainable buildings and unevenly developed land uses.

At the same time, many of SMEs' show little or no interest about circular economy just because there is no proper information or knowledge. However, there are some innovative and new projects which were characterized

as "good practices". These projects offer an alternative way of waste management of different objects, such as Shedia Art which creates a large variety of new products from old or unsold magazines. Other "good practices" are Waste4Think and textiles SMEs', even though the last ones need financial and major producers' support.

To conclude, it became clear that, in order to transit towards Circular Economy, there are specific issues which should be addressed. The first one is the development of a legislation framework, policies and actions which will support the enterprises to minimize their environmental footprint, boost the market of secondary products and enhance the list of alternative management systems, including new streams (e.g. textiles). The second one is the development of synergies and clusters, through which "good practices" will be promoted. The importance of access to information, education and technological "know - how" were also emphasized during the webinar. Finally, research and innovation were recognized as key factor for the change of productive models.

As it can be concluded from the above, there is a huge need for introducing some serious interventions for ameliorating the urban fabric, the production and operation model of SMEs and for creating new developing prospects.



SWOT-PEST webinars, EPEM, Athens/ Greece



SWOT-PEST webinars, EPEM, Athens/ Greece



TEXMODA, Aki Watanuki © Municipality of Prato



Creative Wear Fest, © Municipality of Prato



© Municipality of Prato

**The Prato Circular City Strategy - Mobilising Different Stakeholders to achieve the Circular Economy**

by pp2 Municipality of Prato, Italy

On the 23rd July 2020 the Municipality of Prato has organized its INNOMED-UP SWOT PEST workshop, an event that was held online due to the COVID19- emergency, which saw nevertheless a wide participation of local stakeholders chosen as representatives of the industrial and professional associations and other organizations active in the fields of the CCIs, Textile & Clothing and the Circular Economy. The workshop was organized in the framework of "Prato Circular City", the official Municipality-led initiative for the circular economy in the City, which looks at the circular economy as a horizontal priority within its long-term urban agenda (<http://www.pratocircularcity.it/home625.html>).

The 37 participants that attended the INNOMED-UP SWOT PEST workshop discussed challenges and opportunities of the CCI and T&C sector during the COVID19- crisis and how new circular models can

help revive the economy by promoting innovative products, processes and services across core functions in the cities - such as living, caring, learning, working, moving, etc. The agenda encouraged the participation, discussion and sharing among all stakeholders to develop a broader vision of an integrated circular urban system that can accelerate the transition to new CE development models.

As a matter of fact, the SWOT PEST Seminar served to capitalize the administration's experience within the European Urban Agenda Partnership for the Circular Economy, which helped Prato to transform the local Textile & Clothing production through innovative synergies among stakeholders for concrete actions towards the CE. Based on its experience with the Urban Agenda Partnership, the Municipality is now acting along three lines in order to achieve:

1. better regulation & legislation to facilitate the

- transition towards the CE
2. better funding and ability to intercept calls and opportunities for the city and for businesses
3. better knowledge: raising the awareness at all levels of the city (data, studies, good practices)

One of the best practices introduced at the workshop was the one by Manifattura Maiano, a major local mill that uses recycled textile waste to produce applications in other sectors such as buildings and gardening. Spokeswoman Ms Sara Casini explained that to deliver the Circular Economy products several actors and skills need to be combined to upcycle textile waste. A basic approach to CE products must consider: 1) the quantification of produced material 2) the quantification of its reusable portion, and 3) the identification of current and potential applications.

**[promoting UPcycling in circular economy through INNOvation and education for creative industries in MEDiterranean cities]**



**NEWSLETTER:  
The INNOMED-UP Project NEWS,  
2020**



REGIONE AUTONOMA DI SARDEGNA  
REGIONE AUTONOMA DELLA SARDEGNA



NATIONAL TECHNICAL UNIVERSITY OF ATHENS



SWOT-PEST seminar, CRESM, Palermo/ Italy ©CRESM

**The important environmental role for the costs of Posidonia oceanica**

by pp3 CRESM, Palermo, Italy

CRESM organized a seminar on Saturday 26th of September 2020 as part of the INNOMED-UP. During the seminar, SWOT & PEST analysis of circular economy situation in Palermo were presented, as a result of the INNOMED-UP field survey in Palermo and the Sicilian territory. The event started with CRESM presenting a project overview, followed by an overview on the field survey results and an open call to all attendance partners to connect more subjects as potential circular economy players. Illustrated the work conducted for CRESM and the mapping in relation to the key findings (cultural, social and economical). Concooperative, the major Italian cooperative union and Legambiente, first Italian environmentalist movement, were invited to contribute to the discussion bringing field observation and proposals regarding interaction with PA and decades of struggle around topics of sustainability and CE. Local entrepreneurs and mapped actors were represented by Associazione Design Zingaro, Rinnova SRL and Associazione Marginal. The debate was followed by a precious contribution by the local actors in the creative fields with their take on current struggles to address CE to consumers. Three associations were chosen from among all those

identified by CRESM in the document State of the art survey guidelines in Palermo created as part of the INNOMED-UP project.

This choice wanted to involve the broadest possible themes that have a great impact on the population:

1) disposal of waste produced by public bodies: the reopening of all schools forced the Italian government to implement an extensive program to replace two-seater desks with single-seater desks, to ensure the right safety distance between students due to COVID19.

2) waste disposal involving the sea and beaches: the case of posidonia oceanica, a very common aquatic plant found in the Mediterranean sea, and is mistakenly mistaken for seaweed. In Italy and Sicily, the law considers posidonia as a waste to be taken to the landfill once it reaches the beach.

3) disposal of building waste: the case of cocciopesto, is a technique and also a type of very common and very ancient material in all the countries of the Mediterranean Sea. This technique is inexpensive and was once widely used, in the present there is a new interest in the process of making and using this material which is very useful for the recovery and reuse of tiles, roof tiles, bricks and other similar debris coming from waste, construction work.



SWOT-PEST seminar, Tunis/ Tunisia  
©Municipality of Tunis



SWOT-PEST seminar, Tunis/ Tunisia  
©Municipality of Tunis

**United for Circular Economy in the Medina of Tunis**

by pp4 Municipality of Tunis, Tunisia

The municipality of Tunis organized a seminar on Tuesday 28th of July 2020 as part of the INNOMED-UP. During the seminar, SWOT & PEST analysis of circular economy situation in Tunis the capital were presented, as a result of the INNOMED-UP field survey in the Medina of Tunis. The seminar was attended by 40 people and took place at the municipality.

The event started with Mme Tili presenting a project overview, followed by field survey results and an invitation to all attendance to partner in converting circular economy opportunities into socio-economic opportunities. ANGED (national waste management agency) presented private-public partnership opportunities to improve municipal waste management, and also highlighted the benefits of a potential municipal composting system. The 2 private sector national unions, UTICA and

CONECT, both were invited to share their views, and both were positive and open to collaborate in the fields of consumption awareness, waste sorting initiatives, and collaborations in the field of informal waste recycling sector reform.

Civil society was represented by 'Tunisie Recyclage', as well as the 2 most important Medina based NGOs: Art Rue and Collectif Creative. Mdinti, the newly established economic interest group in the Medina, was also invited. Important opportunities for public awareness in waste sorting, environmental education in schools and potentially composting stations in specific chosen areas in the medina of Tunis, were discussed, but also start-ups in the ecological field were present to share their business model and business sustainability challenges.

Final Ministry of higher education and scientific research, presented more good news, through

current research centres in the environment and circular economy sector, and a wide range of potential collaborations to assist the municipality in improving circular economy opportunities and prototype other identified potential start-up ideas.

Seminar program was very rich, and ended with important collaboration opportunities in circular economy between the Municipality and all invited speakers. The event was followed by an important debate around artisan know-how repurposing; the medina of Tunis, the geographic focus of INNOMED-UP in Tunis, is home to many talented master artisans in many craft fields, and it would be valuable for the project to develop new ways to invest in their know-how and improve their livelihoods.



**promoting UPcycling in circular economy through INNOvation and education for creative industries in MEDiterranean cities**



**NEWSLETTER:  
The INNOMED-UP Project NEWS,  
2020**



REGIONE AUTONOMA DI SARDEGNA  
REGIONE AUTONOMA DELLA SARDEGNA



NATIONAL TECHNICAL UNIVERSITY OF ATHENS

**SWOT & PEST workshops in Hebron & Nablus, Palestine**

by pp5 Birzeit University, Hebron, Nablus, Palestine

Birzeit University conducted its SWOT & PEST workshops in both Hebron and Nablus during the month of August as part of the project, and in order to design a strategy for specialization of the INNOMED-UP's holistic approach. More than 100 participants attended the workshops in both cities, the diverse pool of participants consisted of local CCI SMEs, key institutional stakeholders such as government bodies, local community institutions, universities and local public authorities. The workshops aimed at involving stakeholders and local communities and gather information that was used in the SWOT and PEST Analysis and the strategy design for each city. Before the workshops, targeted online interviews were conducted with SMEs via Zoom to capture their inputs for the analysis. Afterwards, their inputs were discussed during the workshops with relevant institutional and educational stakeholders.

After the opening session, and presenting the project's objectives and expected impact, the participants were involved in discussion of the State of Art Survey report, which was prepared through field visits and discussions with SMEs in the CCI sector. The state-of-the-art reviews helped to determine the intersections with the Circular Economy and the relationship between CCI SMEs and the CE concepts and needs. This information assisted the participants to better understand the SMEs current state and the challenges they face in implementing innovative CE concepts. The second session focused on the SWOT & PEST results from both cities and opened the debate between SMEs and institutional stakeholders to present their experiences and ideas regarding the current challenges and opportunities for the CE concepts in Palestine. During the feedback session, the majority of participants agreed upon key points

to support the CCI SMEs, such as the importance of establishing an incubator for SMEs working in the CE field, and to assign a representative for SMEs to serve as an intermediary between them and decision makers. Additionally, they recognized the need to enhance the governmental laws and regulations that support SMEs and cultural and creative industries and guarantee their sustainability. Moreover, they emphasized on the role of institutional stakeholders in supporting SMEs projects through facilitating initiatives and exhibitions that target their industries. At the end, the participants agreed on further meetings to continue the efforts to support SMEs and thanked the team for presenting the project's first year results, and their efforts to link SMEs with decision-makers for a concerted effort to create a favorable ecosystem for SME.



**Status of Circular Economy in Jordan and Opportunities of Enhancement**

by pp6 FEPC, Irbid, Jordan

FEPC has conducted a SWOT / PEST analysis with the attendance of 45 participants representing the project stakeholders in Jordan. The workshop aimed to raise the knowledge and awareness toward circular economy "CE" concept, and to capitalize on the existing efforts and knowledge of the stakeholders to develop an understanding toward strengthen and weaknesses, as well as to explore the opportunities and threats. In addition, the workshop has investigated the political, environmental, social and technological aspects related to CE in Irbid city of Jordan.

Stakeholders attended the workshop represented various entities, and individual experts in the field of environment, green growth, circular economy and other sectors. They have discussed the role of the private sector to establish small and medium enterprises in CE field. In addition, an emphasis on accountability of the Government of Jordan to facilitate the adoption of CE in Jordan have been discussed, especially the role of the Ministry of Municipal Affairs and the Greater Irbid Municipality. Moreover, the attendance stressed on the necessity to advocate for the embracing of CE by environmental unions, NGOs, and civil society organizations. Lastly, an active discussion on the importance of including researchers, youth, women, academia and in the campaign.

This session has followed by an in-depth analysis of the CE concept in Jordan to identify the internal strength and weaknesses that are affecting its adoption or might support more implementation. The external factors that are affecting Irbid city from triggering the execution of CE have been discussed into the opportunities and threats identification. This session has also aimed to segregate the collected information, and prioritize these to end up with a clear SWOT analysis for CE in Jordan. The last session was dedicated to analyze the political, environmental, social and technological factors that might affect CE implementation in Jordan either positively or negatively. The participants contributed their knowledge and experiences to draw the road map, which help FEPC to get the full picture and understanding toward CE PEST factors.

The workshop concluded the high potential to establish, adopt and implement CE concept effectively in Jordan. This is proved by the reflections provided by the Ministry of Environment representative who has assured that the government of Jordan is seriously considering CE in its future planning, acknowledging FEPC for leading this project as a partner of the INNOMED-UP project partner in Jordan, and called for more coordination and discussion.

