



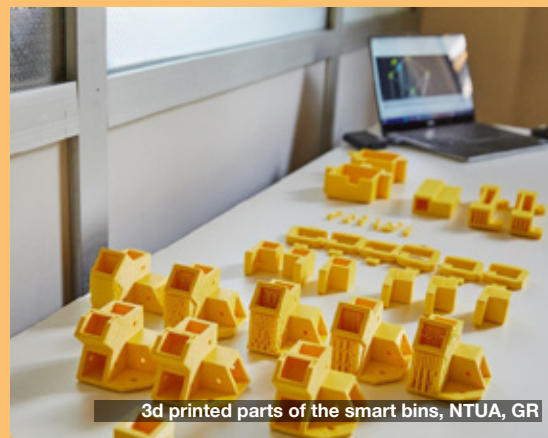
Prato/ Italy © Fernando Guerra

NEWSLETTER 5: The INNOMED-UP Project NEWS, 2022

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



cluster preparations, Athens, GR



3d printed parts of the smart bins, NTUA, GR



testing the smart tools, NTUA, GR



NEWSLETTER 5
**The INNOMED-UP Project NEWS,
 2022**

INNOMED-UP

Dear readers of INNOMED-UP Newsletter,

As our INNOMED-UP Project is entering its final phase of implementation, I am pleased to present you our 5th Newsletter. During the previous year the partnership made significant efforts to deal with the aftermath of the pandemic of covid19. To this end, special Steering Committees were organized by NTUA as Lead Beneficiary. The 5th Steering Committee combined with a Consolidation Workshop was of a great importance, as it was organized on June 2022 in a hybrid manner, in Prato, Italy. After three years of remote collaboration, several members of the partnership got together in order to work and share experiences in the physical space of the city.

During 2022 the INNOMED UP partnership worked towards the creation of the pilot clusters in each participating city. The preparatory work for the cluster creation in each city included the sign of several memorandums of understanding between the partnership and significant local stakeholders, such as professional chambers, trade associations and municipal agents. Moreover, the partners officially announced 86 sub-grants in total, which were awarded to small-medium enterprises of the cultural and creative sector (CCI SMEs) for the production of innovative products (39 sub-grants), for acquiring technical equipment (26 sub-grants) and for collaborative/mentorship schemes with third institutions (21 sub-grants), in order to integrate high-tech, innovative Circular Economy principles. The sub-grants were distributed in selected CCI SMEs in all participating countries and their budget is approximately %13,6 of the total project's budget.

Parallel to the above-mentioned actions, the partners built the smart tools: the smart bins and bicycles according to the designs of the NTUA research team. After their reproduction the smart bins were distributed and installed in several local enterprises and other organizations throughout the city centers in order to collect secondary materials, which constitute the "fuel" for the creation of circular, up-cycled and innovative products within the clusters.

In the coming months, we expect exciting outcomes from the pilot clusters in each city, as well as the circulation of innovative ideas and concepts between the members of the clusters. The full utilization of the smart tools and their interconnection with the INNOMED UP platform will engage more and more interested parties, spreading the word of circular economy and up-cycling among the creatives and beyond. The INNOMED UP project will conclude in a vibrant and fruitful closing conference in late spring 2023 in which all the partnership will come together in Athens, Greece where the INNOMED concept conceived.

Enjoy our newsletter and stay tuned for all that to follow through our official website (<http://www.enicbmed.eu/projects/innomed-up>) and social media.

Happy new year!

Sofia Avgerinou Kolonias
 INNOMED-UP Project Coordinator
 Emeritus Professor
 National Technical University of Athens
 (N.T.U.A.)



consolidation workshop, Prato, Italy

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5th Steering Committee, Prato, Italy

Consolidation workshop:
«INNOMED UP Model for the Mediterranean»
& the 5th Steering Committee

After months of distant cooperation and online meetings the INNOMED UP partnership had the opportunity to meet in the physical urban space of Prato, Italy. The 5th Steering Committee was organized by the Municipality of Prato and the Lead Beneficiary, NTUA, in a hybrid manner. It was held on 6th and 7th June 2022 in Prato, Italy and online. The partnership discussed about the achievements so far, critical future issues and reached important decisions such as the extension of the project period as well as a budget reallocation. The senior JTS officer Dr Khlaed ElSaadany attended both the events.

Additionally, to the Steering Committee the Municipality of Prato welcomed the partners to a Consolidation Workshop which aimed to fully capitalize the project experience and to set the grounds for one of the major outputs of the project: the Guide for Circularity Strategy for Cultural and Creative Industries (CCI) Small Medium Enterprises (SME), the INNOMED UP Model for the Mediterranean. These guidelines delivered the strategy on the creation of CCI SMEs circular economy clusters locally and their participation at cross-border

innovation networks thus promoting urban and social inclusion. During the Workshop, a roundtable discussion, coordinated by Prof. L. Borsacchi (PIN University), took place in which the participants exchanged their views about the development of the INNOMED UP Model for the Mediterranean cities and the creation of a Circularity Guide for CCI SMEs, in order a more thorough adoption of Circular Economy practices to be achieved. The participants of the workshop had also the opportunity to visit local businesses and get a better view on how the concept of circularity has been adopted in Prato.

In conclusion, the participants were able to experience how the INNOMED UP concept was developed by the partners according to the territorial context, the local clusters and the specialization sectors of each city. The event demonstrated that Circular Economy practices can be positively shared and exchanged among CCI SMEs without losing focus on waste reduction and sustainability of industrial processes.

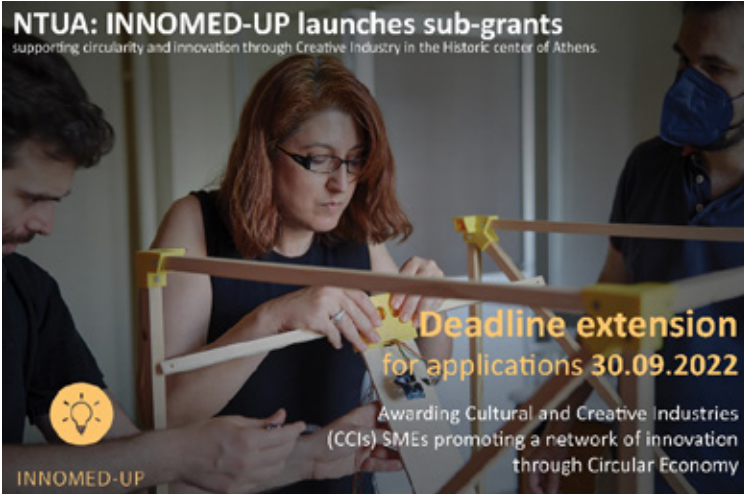


visiting local circular businesses in Prato, Italy



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Pilot clusters in the making
a closer look at the partners efforts



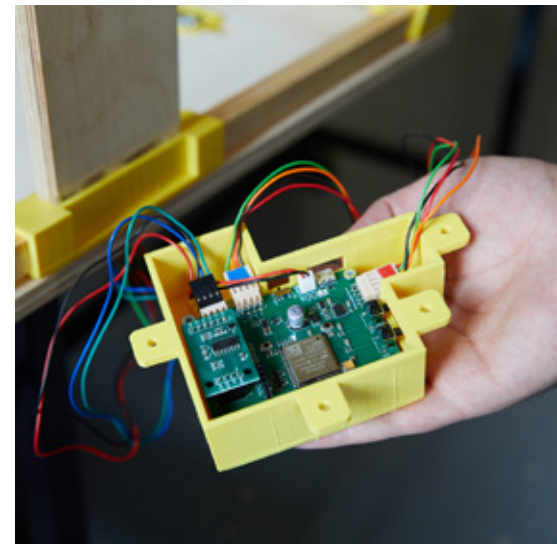
National Technical University of Athens

INNOMED UP lead beneficiary

To make the pilot cluster a success, the National technical University of Athens, has signed five memorandums of understanding (MoUs). The first one has been signed with the Athens Chambre of Small and Medium Industries, through which important support towards the establishment of the pilot cluster is provided, especially with the access to databases, as well as project dissemination and sub-grants awards. The second MoU has been signed with the Hellenic Confederation of Professionals, Craftsmen & Merchants, Small Enterprises' Institute, providing support to the cluster through network access and important project information dissemination. The third MoU is with the Athens Trade Association, while the fourth with Silver and Goldsmith's Association of Athens, which are both very important collaborators providing the cluster with the openness to their members and promoting the overall project and CCI concepts to their members. Finally, an MoU was signed with the Athens Destination Development agency, which could have important input in territorial development as a result of INNOMED-Up pilot cluster establishment, and

its sustainability after the project. Additionally, NTUA announced the availability of 30,000.00€ for sub-grants on September 2022, from which 10,000.00€ has been allocated for pilot products, 10,000.00€ for innovation awards and 10,000.00€ for cross-border mentoring programs. The amount of prizes ranges from 2,000.00€ to 5,000.00€.

In parallel, NTUA through its research team developed and tested the prototype for the Smart Tools including smart bins and bicycles and uploaded them on NTUA website to be downloaded and reproduced by the project partners.





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Municipality of Prato, Italy

INNOMED UP project partner 2

40,000 euros in sub-grants has been assigned from the Municipality of Prato to support circularity and creativity. 8 sub-grants, funded by the INNOMED UP project, were awarded aimed at SMEs of the Cultural and Creative Industry sector working in the Circular Economy.

Two were dedicated exclusively to non economic subjects such as NGOs that have an important role in promoting circular economy practices: the Recuperiamoci non-profit association was awarded both sub-grants, proposing «Vetrina upcycling» and «Poltrone Rifà» as projects. The other 6 were equally divided between the three categories provided for by the call: two vouchers for innovative products or services, two vouchers for the acquisition of innovative equipment, and two vouchers for the implementation of cross-border tutoring and external consultancy.

For years, the winners of the tender have been working in the Prato area to reconcile the tradition of textiles with new practices of Circular Economy, within a vision that favors creativity in the adoption of these same practices.

The grantees are progressing very well and one of the «UPcycling & Ecodesign Showcase» of the non-profit association Recuperiamoci arrived in the city which was awarded with a sub-grant of €5000. Eco-lamps have been created with the use of waste materials and the collaboration of Mademax idee.

For years, Recuperiamoci! has dealt with the recovery of waste and with the education for the enhancement and creative reinterpretation of objects, which, otherwise, would be destined for landfill.

The Municipality of Prato, also signed nine

MoUs with institutions that could support pilot cluster dissemination, success and post project sustainability in Prato. Those MoUs were signed with Recuperiamoci onlus, Accaventiquattro Arte APS, Moebeus srl, Lottozero textile Laboratory, Mariplast SPA, and Lorenzo Vacirca Architect-Ipercollettivo, all winners of the sub-grants.



CRESM, Palermo, Italy

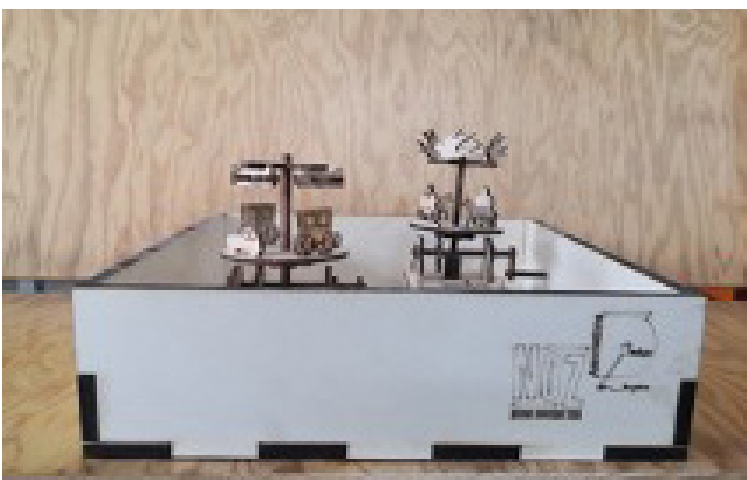
INNOMED UP project partner 3

In Palermo CRESM signed six MoU agreements and six local SMEs of the Cultural and Creative Industry sector working in the Circular Economy were awarded the project vouchers. SMEs will be engaged in the establishment of the pilot cluster as well as in its dissemination: Design Zingaro, Fuori Catalogo di Aurelio Ciaperoni, Real Digital Things, QMEDIA SRLS and Aranceamare Cooperativa Sociale.

As CRESM hosts one of the InfoPoints that provides

technical and financial support to SMEs, the awarded sub-grants included more diverse businesses: within the info point, in fact, small craft SMEs cooperate with non profit organisation, as well as with young professionals in the field of creative cultural production.

Two sub-grants were assigned for innovative products or services, two for the acquisition of innovative equipment, and two for the implementation of cross-border tutoring and external consultancy.





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Municipality of Tunis, Tunisia

INNOMED UP project partner 4

To grow the impact and sustainability of INNOMED-UP pilot cluster, the Municipality of Tunis, signed four MoUs, two of which with educational institutions. The first with Esprit University, to collaborate on academic and technical assistance in cluster development as well as dissemination of smart tools and sub-grants. Similarly with public University 9 April, to improve graduates job creation through awareness of opportunities in alternative economies. An MoU was also signed with AIMF (association International des Maires Francophone) to assist municipality in setting up process for better

public space management mapping, legal and real estate investigation of municipal properties as well as improving internal municipality property management; which will improve CE ecosystem development and sustainability in Tunis. Finally, an MOU was signed with the city of Namur (Belgium) to improve circular economy opportunity initiation through adapted space for SMEs lead by youth assistance to launch a Co-Creative Hub for Medina's youth, to meet, investigate, exchange and initiate their innovative microbusiness in circular economy.

On Tuesday 20 September 2022, the mayor of Tunis Ms. Souad Ben Abderrehim, met with INNOMED-UP sub-grant beneficiaries, to learn about their innovative projects in circular economy, which will be implemented in the Medina of Tunis. Following the meeting, all nine initial beneficiaries, received their signed contracts and checks.



Birzeit University, Hebron & Nablus, Palestine

INNOMED UP project partner 5

The University of Birzeit, signed eleven MoU's (six in Hebron and five in Nablus), within the framework of pilot clusters. The first and second MoU was signed with the Hebron and Nablus Chambers of Commerce and Industries to provide support to the cluster and will serve as umbrella for sub-grants and through technical support, networking, and marketing. The third MoU was signed with the Hebron Rehabilitation Committee to provide support to the project cluster

members through raising awareness, networking, and marketing. The fourth and fifth MoU were signed with Hebron and Nablus Municipalities to support cluster through technical support, networking, and assist in linking small and medium businesses with other institutions and associations. The sixth MoU was signed with the Hebron Governorate. The seventh and eighth MoU were signed with the Ministry of National Economy in Hebron and Nablus to support

clusters through technical issues, networking, and marketing. The ninth and tenth MoU were signed with the Ministry of Tourism & Antiquities in Hebron and Nablus and finally, an eleventh MoU was signed with the Nablus Governorate Civil Society.





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Future Pioneers, Irbid Jordan

INNOMED UP project partner 6

Future Pioneers signed three MoUs, within the framework of Pilot Cluster activity, the first is an important MoU, which groups three public institutions, which includes the Municipality of Irbid, Chamber commerce, and Trade commerce of Irbid. The objective of this MoU is to motivate SMEs, commercials and shops to sort their waste at source and encourage the circular economy practices. The other two MoUs were signed with local community, to motivate the community member to take the responsibility of the Smart Bin, motivate the neighbours to bring their recyclables and Cooperate with the smart bicycles to take and distribute the recyclables to interested SMEs.

Future Pioneers was the first partner who managed to award the sub-grants and monitor them under the project. (33) sub-grants were awarded on two phases to support the production of innovative products and

to secure innovative equipment and services to boost circular economy practices among SMEs, women and youth in Irbid. These are:

- (18) Sub-grants for Pilot innovative products
- (10) Sub-grants for Innovation vouchers.
- (5) Subgrants for Cross-border Mentorship Schemes

Each sub-grant represents the journey of each one of these women and SMEs, beginning with idea development, designing and redesigning in an innovative fashion, overcoming norms and the culture of shame and finally producing unique products while becoming role models for others.

Currently, several of these grantees have completed their products and provided very successful results. Several pioneer women from Irbid managed to utilize the project small grants to buy the equipment and machines that facilitated the production of

new, attractive and innovative products from available recyclables in any house which was not possible before due to lack of financial and technical resources. Thanks to INNOMED-UP project which believed in these women and facilitated a promising opportunity through providing them with technical training, financial sub-grants, close follow up and mentorship until they managed to come up with these attractive products.

They are producing souvenirs out of an expected recyclables such as old olive oil bags, old books and magazines, animals' bones, honeybees waste, new folders and wallets made from plastic shopping bags and others.



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