

INNOMED-UP

***“Promoting UPcycling in Circular Economy through INNnovation and education
for creative industries in MEDiterranean cities”***

ENI CBC MED Project

1st CONFERENCE (online)

“The INNOMED-UP Project.”

***Cross-border dialogue to enhance the Circular Economy to CCI SMEs for the revitalization of
Mediterranean Cities historic centers. Collaboration, networking, innovation, education and know-how”***

Monday 15th of February 2021 // 9:00 - 13:00 CET

Short description / Objectives:

The 1st INNOMED-UP conference aims to present the mid-term results of the project, in particular the INNOMED-UP Model Framework, and introduce the SMEs clustering approach adopted by the project. Moreover, it aims to promote a close collaboration with other ENI CBC MED projects and territories working on the field of Circular Economy and Creative and Cultural Industries and explore how SMEs are being supported in their efforts towards the circular transition.

Organization: Municipality of Prato & National Technical University of Athens

Target audiences:

Partners' territorial stakeholders, R&D centres, SMEs, ENI CBC MED projects' partners etc.

AGENDA**9.00 Opening:**

Prof. Sofia Avgerinou Kolonias, Project Coordinator, National Technical University of Athens

9.10 Institutional greetings:

Valerio Barberis - Deputy Mayor for Urban Planning, Environment and Circular Economy of the City of Prato

Prof. Ioannis K. CHATJIGEORGIOU - Vice Rector of Research & Lifelong Education, National Technical University of Athens

Fabrizio Paloni - Coordinator Joint Technical Secretariat ENI CBC MED Programme

9.30 Keynote speech:

- Circular Economy & Creative and Cultural Industries for the revitalization of Mediterranean Cities historic centers - **Jesse Marsh**, President TCBL Foundation



9.50 Presentation of the mid-term results of the INNOMED-UP project:

- SMEs Clustering Capacity Enhancement through Roadmaps and Smart Tools - **Prof. Eirini Klabatsea & Dimitra Litsardou**, National Technical University of Athens
- INNOMED UP Model – **Paolo Guarnieri**, Comune di Prato
- SMEs access to innovation & finance - **Prof. Shadi Ghadban**, Birzeit UNI

10.30 Presentations by INNOMED-UP partners “Integrating the Innomed-up strategy in the Mediterranean cities”

- **Athens (GR)** - Aggeliki Demertzi & Maria Koutsari, National Technical University of Athens & Maria Plota, Environmental Planning Engineering and Management
- **Palermo (IT)** - Center for Economic and Social Research for the South of Italy
- **Tunis (TU)** - Leila Ben Gacem, Municipality of Tunis
- **Hebron & Nablus (PNA)** - Birzeit University
- **Irbid (JO)** - Ehab Eid, Future Pioneers

11.15 Presentation of the Recò Festival - Lorenzo Sciadini, Circular Camp

11.30 Coffee break with Recò Open Factories

12.00 Round table with other ENI CBC MED projects (expected participation):

- **Prof. Sofia Avgerinou Kolonias** - National Technical University of Athens, Lead Beneficiary INNOMED UP Project
- **Frederic Gallo Sallent** – Waste Agency of Catalunya, Lead Beneficiary SIRCle Project
- **Anna Ibañez de Arolas** - Regional Activity Centre for Sustainable Consumption and Production (SCP/RAC), Lead Beneficiary STAND Up! Project
- **Lorenzo Incagli** - Confindustria Toscana Nord, Partner TEX-MED ALLIANCES Project
- **Miriam Martinez Carbonell** – Textile Research Institute AITEX, Lead Beneficiary CRE@CTIVE Project
- **SwitchMed initiative** - Milene Pacheco, UNIDO

Main points of discussion:

- *What kind of financial support your project will provide to SMEs (ex. vouchers)?*
- *What kind of technical support (ex. training) your project will provide to SMEs?*
- *What kind of SMEs your project aims at & which is their value added?*
- *In which stages of production and how, the SMEs of your interest could integrate circular principles?*
- *Is the organization and/or the operation of the city influenced by those activities?*

Coordinator: Lorenzo Sciadini, Circular Camp

13.00 Conclusions - Jesse Marsh, President TCBL Foundation



INNOMED-UP “Promoting UPcycling in Circular Economy through INNnovation and education for creative industries in MEDiterranean cities” project is funded under the 2014 - 2020 ENI CBC “Mediterranean Sea Basin Programme” (<http://www.enicbcmmed.eu>)