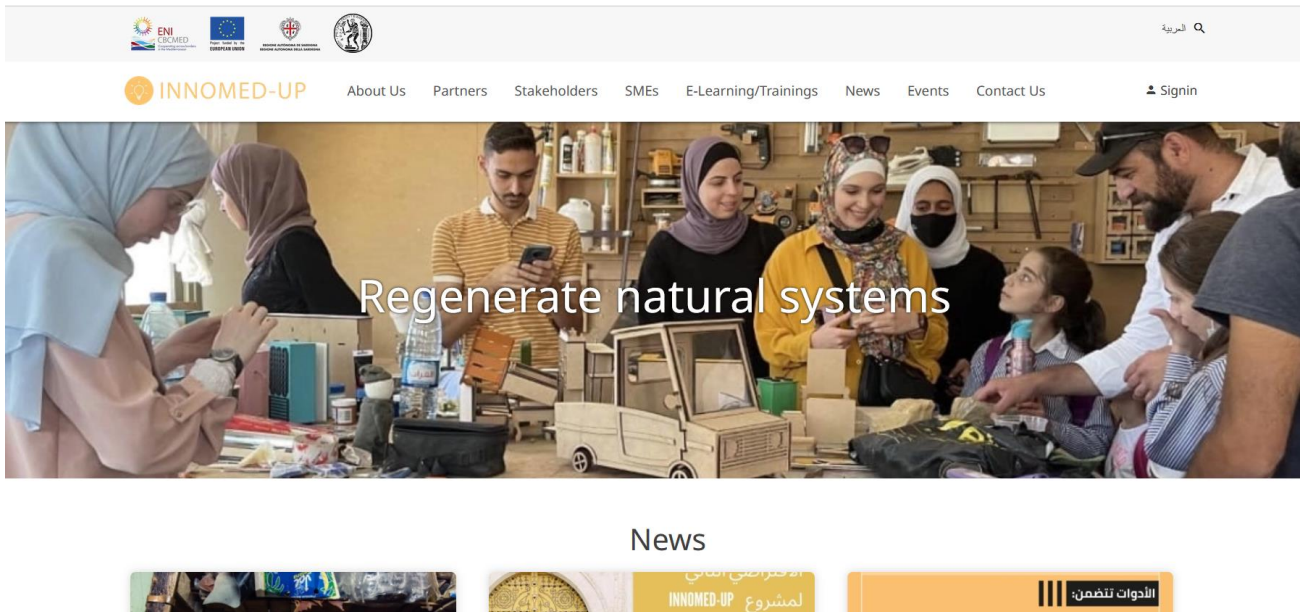




Birzeit. 12.October.2022

Digital Platform

As one of the INNOMED-UP project activities and one of its main outputs, Birzeit University has developed a digital platform to present information about the project including project partners and committees, project news, events, galleries, and trainings conducted to the project community.



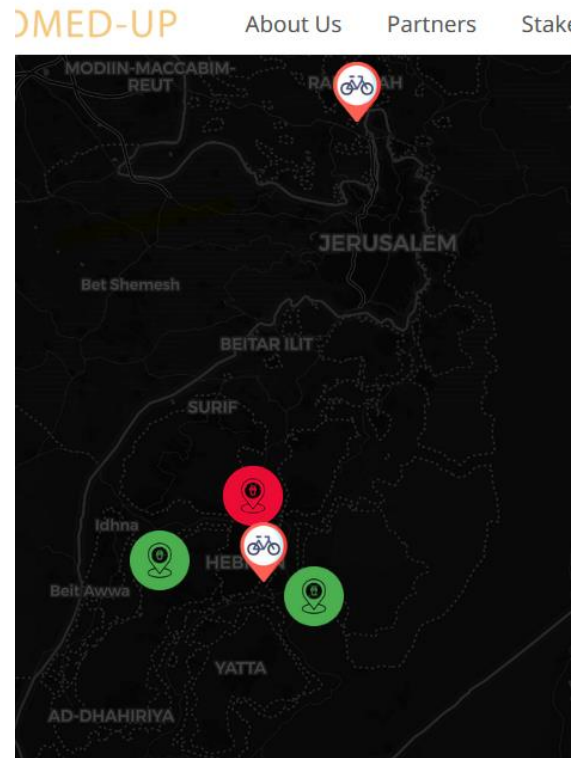
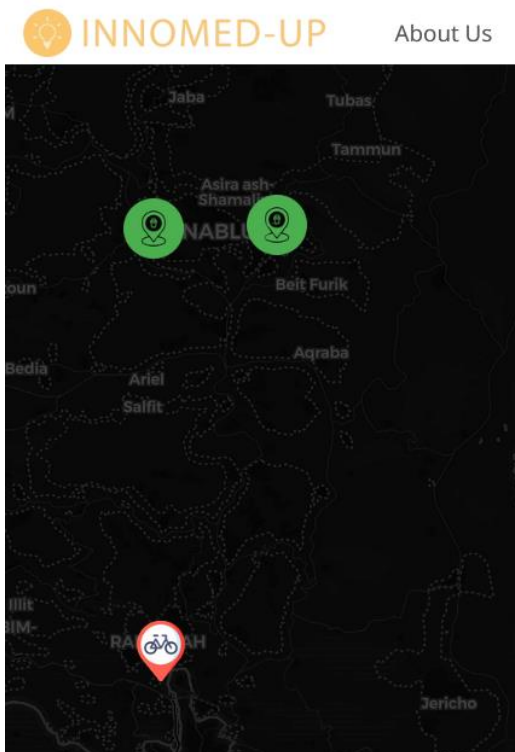
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INNOMED-UP

Using the platform the project community can locate SMEs on the map, identify the specialty of each SME, in addition location and status of smart bins to collect recyclable material and smart bikes transferring raw material to the SME's facility.



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The digital platform will serve as one of the main tool/component for the project; information about the project aim, project description, steering committee, advisory committee, and project news are available on the digital platform.

About Us

Mediterranean cities face the issue of overwhelming waste production demanding effective and urgent actions. Circular economy principles may offer a solution to this problem. As it is generally recognised that a noticeable percentage of waste in city centres is produced by Cultural and Creative Industries (CCIs), their involvement in circular economy schemes is of great importance.

Although there are disparities between cities in the North and the South of the Mediterranean area, they share common cultural characteristics. Therefore, by building on their common identity and by integrating into their productive schemes the principles of the circular economy, Mediterranean cities can create resilient urban environments and communities, establishing a supportive framework for CCI SMEs clustering.

Looking beyond the current take-make-waste extractive industrial model, a circular economy aims to redefine growth, focusing on positive society-wide benefits. It entails gradually decoupling economic activity from the consumption of finite resources and designing waste out of the system. Underpinned by a transition to renewable energy sources, the circular model builds economic, natural, and social capital. It is based on three principles:

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