



CREATIVE MEDITERRANEAN

resilience
through
creativity



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by the European Union



AGENZIA ITALIANA
PER LA COOPERAZIONE
ALLO SVILUPPO



Union pour la Méditerranée
Union for the Mediterranean
الاتحاد من أجل المتوسط



TOGETHER
for a sustainable future

Resilience is a quality that develops

in a hostile and difficult terrain. Despite the harshness of the surrounding environment it is able to create solutions, strength, hope and work opportunities. Creativity is the perfect response of those who choose courageously to remain in dangerous, degraded situations, relying on their roots and being able to perceive what is still beautiful in the present, in spite of economic downturns. It is a quality that has united all cultures of the Mediterranean, from the Maghreb to Mesopotamia, since the dawn of civilization.

Resilience through Creativity

CREATIVE MEDITERRANEAN is an extensive cooperation project, funded by the EU and Italy, involving seven countries, from the Atlantic to the Middle East: Morocco, Algeria, Tunisia, Egypt, Palestine, Lebanon and Jordan. Within the project, each country's specific cultural and creative identity is enriched in order to display the wide range of creative and productive realities in the area, and create linkages with international markets - from Europe to the Gulf countries.

Today, the region has to face a multi-dimensional crisis: First, economically and socially, because of the very high rate of unemployment, especially among the youth, but also in terms of stability - numerous conflicts threaten to disrupt the region and have already caused the displacement of hundreds of thousands of people. The pressure on local populations must also be managed, as the region welcomes a large stream of migration, coming from Syria and the sub-Saharan African region. Nevertheless it continues to apply its culture of welcome.

Participating countries must find solutions to ensure economic stability while playing host to an important number of migrants and refugees in a tense situation. One of the answers is to use the large amount of skills and talent available in the cultural and creative field. The project highlights the presence, behind every single craftsman, enterprise or artist, of complex realities of families and communities, traditions and ties.

Within this framework, local actors can play an active role in preserving ancient knowledge and adapting it to globalized modernity. Their experience is the most powerful response to the disintegration of communities, to the loss of self-esteem in relation to their designing and manufacturing capacities.

This bears witness to the courage and strength of those who chose to remain and work in difficult areas opening up to the world, rejecting the option of emigration and the liability of dependence on foreign aid.

It shows how resilience can be fostered through creativity.

Project methodology

The Creative Mediterranean project supports the development of clusters in cultural and creative industries in the Southern Mediterranean (Algeria, Egypt, Jordan, Lebanon, Morocco, Tunisia, and Palestine). The aim is to harness the creativity of craftsmen and SMEs, and encourage them to create new brands and modern collections using traditional designs and techniques of production that are distinctive to the region.

Clusters

are geographic concentrations of interconnected businesses, suppliers, and associated institutions in a particular field.

Clusters are considered as a means to promote the development of competitive industries and to facilitate local economic development and the achievement of pro-poor growth.

Cultural and creative industries are for the majority composed of SMEs in the region, and the project enables these to regroup, and supports them in overcoming the challenges and in improving their competitiveness, in order for them to develop their activities and access new markets.

Actors



Approach

The project provides technical assistance to clusters, in order to support the resilience of the population in the region. It follows UNIDO's Cluster and Creative Industries (CCI) methodology by working on factors of competition and sources of innovation of companies working in CCI value chains, through business development services, creativity and design development, marketing and communication, quality and market access capacities.

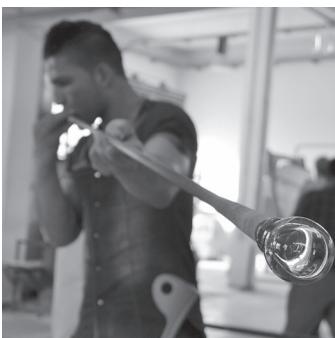
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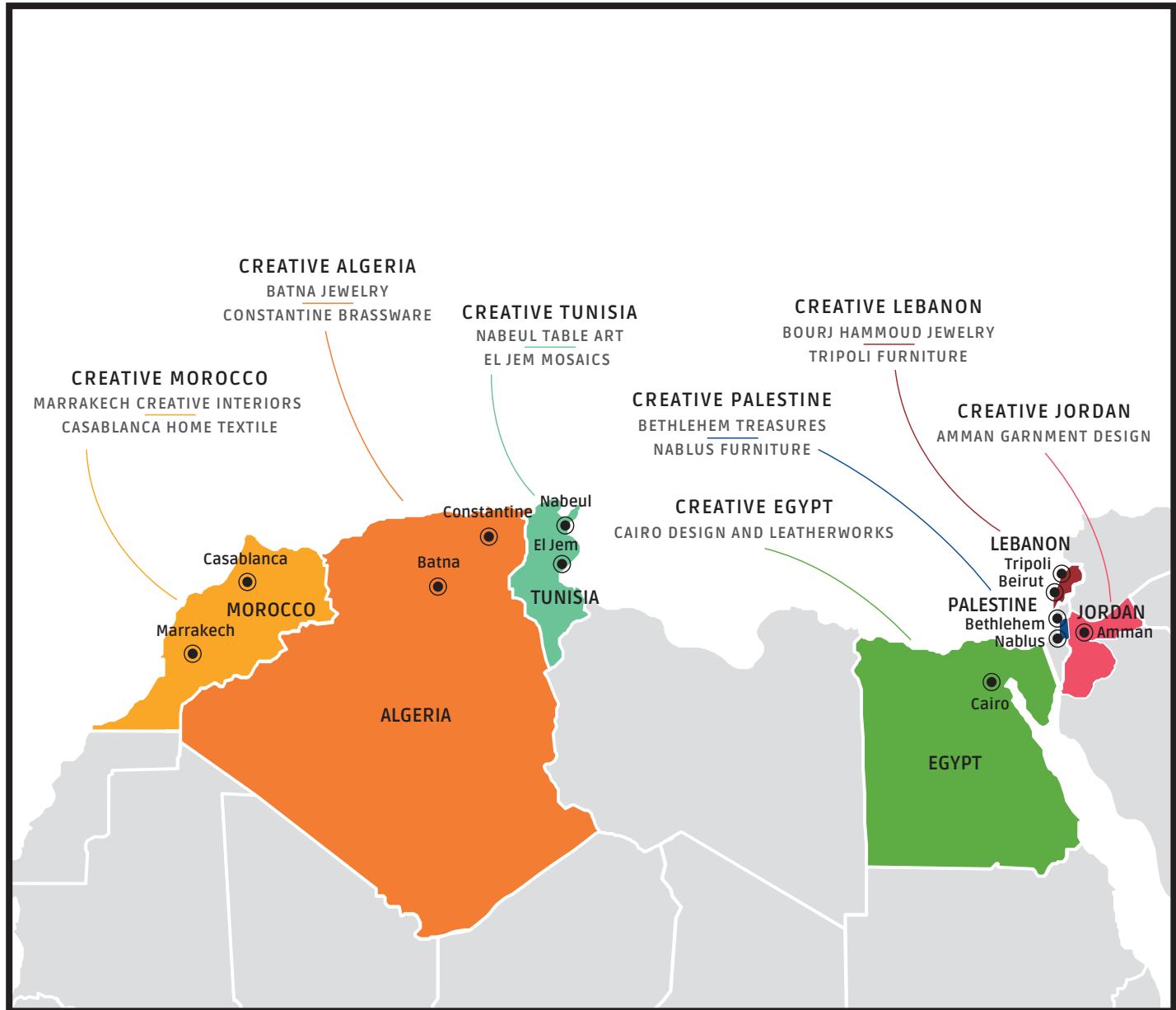
By stimulating workers' creativity to develop these techniques and assist them to adapt them to the modern world, the project contributes to preserve the thousand-year old cultural heritage of the region and transforms it into a tool to develop its economic activity, improve workers' living conditions and finally their resilience to crisis.

The use of this heritage is also the most powerful answer to unemployment; by creating new products and cultural services using this heritage, the feeling of belonging, identification with

the region and pride is reinforced not only among the craftsmen and artists, but also among the inhabitants of the region.

Creativity becomes a tool to give a better life to workers, improve resilience and give them means to stay and work in their country, besides the actual situation. Resilience is build trough creativity.







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www.medcreative.org