



Euromed Heritage IV Mare Nostrum Project

REPORT OF ACTIVITIES FOR THE 3RD SEMESTER – January-June 2010 (Months 12-18)

1- WP3.1 Design the Awareness Raising and appropriation process involving the Mediterranean communities along the Phoenician routes – “WP3Action Plan”

Planned Period: month 12-17

An action plan was designed in order to define the various actions to be undertaken, the methodology which will be adopted, the media coverage and the necessary budget.

2- WP3.2 Realize the awareness-raising campaign and appropriation process

Planned Period: month 18-42

Craftsmen pamphlet

After defining an action plan, the first action was initiated: the design of the craftsmen pamphlet

The action consisted in the following:

- Data Collection for the WP3 (completed): a data collection was made on the Phoenician culture and its impact on other cultures in order to identify the major themes that can be included in the craftsmen pamphlet

- Identification of the various themes (completed): 7 major themes were chosen under the following titles:

- **Theme 1 : PURPLE** : Traditional techniques for natural color extraction (plants, minerals...) or craftsmen that still use natural colors for dyeing fabrics or painting (stucco, pottery...) etc...
- **Theme 2 : ALPHABET**: Craftsmen which work with calligraphy. All mediums included (paper, painting, pottery, fabric...) and all languages that belong to the Mediterranean culture.
- **Theme 3 : SHIPBUILDING AND NAVIGATION**: Workshops where ships or boats are built in a traditional way, or any historical place that testifies of this activity: history of shipbuilding and navigation...
- **Theme 4 : FISHING TECHNIQUES**: Fishing port and market as well as places and craftsmen that produce or repair all materials related to traditional fishing. In brief, all activities and places related to traditional fishing.
- **Theme 5 : TRADE**: Traditional markets, their location in the city, their structure and sold products.
- **Theme 6 : FOOD PRODUCTS**: Shops or workshops that produce or sell traditional products.
- **Theme 7 : HANDICRAFT**: Ceramic, Glass, fabrics,... Shops and workshops

- Identification of the existing craftsmen in Tyre and the 5 other cities and the potential crafts that may be developed (ongoing): with the help of Tyre Municipality, USJ/MAJAL started identifying the craftsmen in Tyre. We also asked the whole network to identify craftsmen in their own city that match the 7 proposed themes.

- Naming of the logo for the craftsmen pamphlet (completed): In order to give a good visibility to the action, USJ/MAJAL decided to name the brochure MELKART. Melkart (from the Phoenician Milk-Qart “king of the City”) was the name of the main god of Tyre. He was the protector of the city and its activities. Some even refer to him as the god of craftsmen. In the word MELKART, we can also find the anagram of the word MARKET, which refers to the trade activities which spread a common culture along the Mediterranean coasts. In Melkart we can also find the first two letters of “Mediterranean”. At the end of the word, we can read the word “art”. In the future, “Melkart” may become a label to identify craftsmen that contribute to the revival of traditional Mediterranean techniques and know-how.

- Elaboration of the competition (completed): elaboration of the TOR, contact with the school of graphic design, reception and compilation of the logos.

- Internal Vote (completed) Preparation of the internal voting conditions and presentation to the Mare Nostrum Network. Reception and count of votes. Announcement of the winner.

- Preparation of the specifications to be elaborated by the winning student of the Melkart logo competition (completed): a TOR was elaborated to give to the students the information needed for the elaboration of the pamphlet for the student which will elaborate it.

Visits for schools

Contacts with the Lycée Franco-Libanais (Beirut) and with Tyre Municipality for the selection of a school in Tyre (ongoing)

3- WP3.3 International concept competition for students of compulsory and high school

Planned Period: month 21-26

Search for funding the competition in schools (ongoing)

Elaboration of the competition theme (ongoing)

4- Preparation of the 3rd Transnational Meeting in Tyre

- Planning the Transnational meeting with Fabrizio Fucello (ongoing)
- Coordinating with Tyre Municipality for the meeting place and the equipment availability (ongoing)

5- Participation to various actions

- Organization of a lecture for Avventura Urbana at USJ (completed)
- Participation to the focus group with Avventura Urbana in Tyre (completed)
- Participation to the Fishermen’s Festival (completed)

6- Participation to RMSU events

- Participation in the Petra Workshop Management of Heritage Places and Artifacts

Claudine Abdelmassih (MAJAL) represented Mare Nostrum in this workshop. A report followed the workshop.

- Participation in the Nicosia Workshop on Cultural Mapping

Liliane Bucciante-Barakat (USJ) represented Mare Nostrum in this workshop. A report followed the workshop.

7- Contacts

- The Municipality of Tyre: for the organization of the transnational meeting (February 17), for the identification of craftsmen (March 3), for the focus group with Avventura Urbana (April 28)
- Saint-Joseph de l'Apparition School (Tyre): to know more about their social project in promoting women's handwork in Old Tyre (March 3)
- The only ship builder left, many fishermen and craftsmen from Tyre to identify relevant activities in the city (March 3)
- Mercy Corps which is leading the EHIV project "Foundations for a Strong Future": a common exhibition was made in Tyre for the "Fishermen's Festival" (June)
- Lycée Franco-Libanais (Ashrafieh-Beirut): to implement a heritage project in twinning with a school in Tyre (July 5)
- The European Commission representatives in Beirut: a meeting with Bushra Chahine was organized in order to present the Mare Nostrum project and enhance the project's communication (July 15)
- Contact with native tyrians to identify their cultural specificities

8- Produced Documents

- WP3 Action Plan + Calendar of the actions
- Letter for data collection under the 7 chosen themes of the craftsmen pamphlet
- Branding the pamphlet: TOR of the branding competition
- Voting the Melkart brand: terms of the voting addressed to the voters + compilation of the logos
- TOR for the elaboration of the pamphlet
- Translation of Mare Nostrum presentation in Arabic
- Report of the Petra Workshop
- Report of the Nicosia Workshop
- Monitoring reports, letters, ...

9- Translations

Due to a delay in the project, the translation budget was used for only 30 pages. The rest of the amount is still available in the account of each of USJ/MAJAL partners. It will be used for the translation of the documents produced for the project: booklets, pamphlets, presentations, reports...

DELAYS AND FINANCIAL PROBLEMS

Some of the actions were delayed for logistic reasons:

- Delays in validating the WP3.1 Action Plan: due to communication difficulties with DIRES. The action was sent on the 30th of January, 2010. It pointed out the fact that some actions of the awareness-raising campaign did not take into account some expenses in order to implement the action. We got an answer only on the 14th of march (a month-and-a-half later) saying the following:

“Dear Claudine,

Further to our last conversation, this is to confirm that I anticipated to Marilena the topics of our conversation and we will look forward to organizing a new skype meeting to discuss it in-depth.

As far as your document, as anticipated, we compliment you for your ideas and plans and we go for it **as far as it remains within the budget** every project partner has in the yearly forecast and in the actions it will be involved into. In this regard, every project partner for 2010 has received the forecast budget and it will refer to that to cover the 2010 costs.

Dires will not sustain costs not planned and exceeding the project plans.

Best,

Tiziana & Marilena”

- Delays in obtaining the results of the students’ work (vote the logo) because of the academic schedule that had to be respected.
- In order to realize the actions of the WP3, we had to find sources of financing such as the participation to EU cultural projects in order to develop the visit and competition for schools. For the development of the Melkart pamphlet, USJ/MAJAL had to remunerate the graphic design student (winner of the logo vote) with their own means.

Action	Month Week	Jan-10				Feb-10				Mar-10				Apr-10				May-10				Jun-10				Jul-10				
		w1	w2	w3	w4	w5	w6	w7	w8	w9	w10	w11	w12	w13	w14	w15	w16	w17	w18	w19	w20	w21	w22	w23	w24	w25	w26	w27	w28	w29
WP3: "PAST-INTO-PRESENT" HERITAGE: the awareness-raising and appropriation process involving the Mediterranean communities along the Phoenician routes																														
WP3.1 Action plan																														
WP3.2 Craftsmen Pamphlet Data collection on Phoenician Culture																														
WP3.2 Crafts. Pamphlet Identification of themes																														
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WP3.2 Visits for schools																														
WP3.3 Competition in Schools																														
Participation to various events and workshops																														
Prepare the transnational meeting in Tyre																														
Avventura Urbana in Tyre and Beirut																														
Fishermen's Festival in Tyre 11-12 june																														
Petra Workshop 17-19 may																														
Nicosia Workshop 17-19 june																														

CALENDAR AND STATUS OF ACTIVITIES