



A HERITAGE TRAIL  
ALONG THE PHOENICIAN  
MARITIME ROUTES  
AND HISTORIC PORT CITIES  
OF THE MEDITERRANEAN SEA.



UNIVERSITÉ SAINT-JOSEPH جامعة القديس يوسف



FACULTÉ DES LETTRES ET DES SCIENCES HUMAINES  
كلية الآداب والعلوم الإنسانية

### Project Partner

Département de Géographie, Faculté des Lettres et des Sciences Humaines –

Université Saint-Joseph de Beyrouth

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MAJAL Academic Observatory / ALBA / University of Balamand

<p><b>Experience of similar actions, in relation to the role in the implementation of the proposed action</b></p>	<ul style="list-style-type: none"> <li>- <b>CogIT project</b> in collaboration between USJ/FLSH Department of Psychology and Department of Geography, and Majal for the implementation of a laboratory within the USJ/FLSH for the cognitive mapping of the city of Beirut -2008-</li> <li>- <b>Strategic plan for the development of Tyre</b> in collaboration with Barcelona Diputacio (covering mainly issues of heritage preservation, archaeological sites) -2007-</li> <li>- <b>Archimedes</b> (actions to regenerate cities and help innovative Mediterranean economic development enhancing sustainability). Majal provided the technical support to Beirut Municipality, with the collaboration of experts from the Department of Geography, FLSH/USJ University, funded by de European Commission - 2007-</li> <li>- <b>Eco-Tourism Master Plan</b> for villages in Aley, Chouf Soueijany, Kesrouane and Akkar areas/Lebanon. Client: Omsar, funded by European Commission -2005-</li> <li>- <b>Simplified Development Plan</b> for villages in Hermel and in High Metn in collaboration with Liliane Barakat from department of Geography, FLSH/USJ University. Client: Omsar, funded by European Commission -2004-</li> <li>- <b>Energetic and Environmental Atlas</b> for Beirut and its metropolitan area, with department of Geography, FLSH/USJ University and APUR/Ville de Paris, Synergy Program, MEDA project funded by European Commission - 2001-2003</li> </ul>
<p><b>Role and involvement in preparing the proposed action</b></p>	<p>MAJAL/Laboratory for Construction and Reconstruction in Lebanon helped actively for the preparation of the first phase of the project proposal (Concept Note), making available information and data on heritage management and specifically their experience with the City of Tyre. In a second stage (Full Project Proposal) both USJ and MAJAL helped the team of MARE NOSTRUM at the University of Florence, to better shape the actions related to the design of the socio-cultural awareness-raising campaign process of the Mediterranean community along the Phoenician routes.</p> <p>They helped in the concept of how to recreate the cultural-historical "continuum" between past and present in MARE NOSTRUM</p>



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	<p>targeted cities, with the identification and highlighting of the different historical layers and their linkage in order to allow a good comprehension of the evolution of port-cities. They shared information about potential synergies with other initiatives, especially in the case of Tyre, due to previous collaborations, in order to have a better comprehension of the background of the city.</p>
<b>Role and involvement in implementing the proposed action</b>	<p>USJ &amp; MAJAL together are one of the four Partners of MARE NOSTRUM. Being two leader academic institutions in Lebanon, they both cooperated with international projects, and they will be responsible of WP3 focusing on the design of the socio-cultural awareness-raising campaign process of the Mediterranean communities along the Phoenician routes. They will be in charge of coordinating the design of the awareness-raising campaign: plan the what, how and when, addressing the action's key-actors in cooperation with UGARIT, and realising the awareness-raising process, in cooperation with DELARPA and the other partners and associates.</p> <p>They will cooperate with the University of Florence in order to achieve the: (1) Scientific and technical support/advice on heritage evaluation in coordination, urban renovation and heritage evaluation, (2) Making available data and experiences in urban rehabilitation projects in the Mediterranean basin, (3) Data and material collection, elaboration and publication related to the port-city sites "heritage trail" at local and Mediterranean level.</p> <p>They will locally coordinate with the Municipality of Tyre in the implementation of the various proposed actions: problems related to the separation of the waterfront and port from the rest of the city, preservation of archaeological clusters inside the city to be rehabilitated, identification of built heritage in the city, socio-economical data of the city.</p> <p>Finally they will coordinate with local authorities, NGOs, craftsmen and schools for the implementation of the heritage trail and the actions of preservation and promotion of the common heritage, and they will play an active role in the final dissemination of results from MARE NOSTRUM Project (WP7).</p>
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