

23 October 2017

09:00-09:30 Registration

OPENING

Chair: Paolo Strolin (University of Naples Federico II)

09:30-10:00 **Welcome addresses**

Gaetano Manfredi (Rector of the University of Naples Federico II and President of CRUI, Italy)
Valeria Fascione (Minister of Internationalization, Start up and Innovation – Campania Region)
Annamaria Palmieri (Councillor for Education and Schools - Municipality of Naples)

Opening of the Workshop

Sergio Piazzi (General Secretary of the Parliamentary Assembly of the Mediterranean)

A NEW MEDITERRANEAN FROM ANCIENT CULTURES

Chair: Gülsün Sağlamer (President of CMU and of the European Women Rectors Association;
Istanbul Technical University, Turkey)

10:00-10:20 **Cultural heritage and Mediterranean identities**

Luigi Mascilli Migliorini (University of Naples L'Orientale, Italy)

10:20-10:50 **Euro-Mediterranean integration and cooperation: prospects and challenges**

Michel Foucher (Université Paris 1, France)

Break

Chair: Léo Vincent (Honorary President of RMEI)

11:10-11:30 **Status of the Mediterranean economy and harbour system**

Alessandro Panaro (SRM, Italy)

11:30-11:50 **Opportunities for the economic and social development of the Mediterranean area**

Adriano Giannola (President of SVIMEZ, Italy)

11:50-12:00 **Campania Region, an open and innovative ecosystem**

Valeria Fascione (Minister of Internationalization, Start up and Innovation - Campania Region)

POSTER SESSION

Campania research & innovation ecosystems and the Mediterranean

Sviluppo Campania - Campania Region - SVIMEZ

Lunch Break & Networking

Resuming the morning session

Chair: Alfonso Morvillo (Director of IRISS-CNR, Italy)

13:50-14:00 **The Euro-Mediterranean policy of the Campania Region**

Serena Angioli (Minister for EU Funds, Youth Policies, European and Euro-Mediterranean
Cooperation - Campania Region)

BEST PRACTICES AND NEW PROJECTS

WORK TRACK – MOBILITY IN EDUCATION, INDUSTRIAL INNOVATION AND BUSINESS CREATION

Conveners: Ahmed Ben Cheikh Larbi (ENSIT-Tunisia and RMEI), Antonello Cutolo
(University of Sannio, Italy) and Mariano Iadanza (Città della Scienza, Italy)

14:00-16:00 **Presentation of projects and discussion**

Break

BEST PRACTICES AND NEW PROJECTS

WORK TRACK – SUSTAINABLE DEVELOPMENT

Conveners: Walid el Baba (EAMC and WEBCO, Lebanon) and
Piergiuseppe Morone (University of Rome Unitelma Sapienza, Italy)

16:30-18:30 **Presentation of projects and discussion**

SOCIAL GATHERING

24 October 2017

**BEST PRACTICES AND NEW PROJECTS
WORK TRACK – CULTURAL HERITAGE**

Convener: Carlo Rescigno (University of Campania Luigi Vanvitelli, Italy)

09:30-11:00 Presentation of projects and discussion

Break & Networking

11:30-13:30 Continuation

Lunch break

**BEST PRACTICES AND NEW PROJECTS
WORK TRACK – LOGISTICS AND MARINE STRATEGY**

Conveners: Dragan Čišić (University of Rijeka, Croatia) and Pietro Evangelista (IRISS-CNR, Italy)

14:30-15:30 Presentation of projects and discussion

STRATEGIC ISSUES ABOUT HARBOURS

Chair: Nicola Monda (General Secretary of EAMC)

15:30-15:50 A *Portus* for each Port: a meeting place in the city open towards the sea

Alessandra Acampora and Roberta Amirante (University of Naples Federico II, Italy)

15:50-16:20 Historic harbour landscapes of Eastern Mediterranean cities and challenges for urban enhancement

Vilma Hastaoglou-Martinidis (Aristotle University of Thessaloniki, Greece)

Break

16:40-17:10 The future of Mediterranean harbours

Pietro Spirito (President of the Harbour System of the Middle Tyrrhenian, Italy)

**THE LEGACY OF FRANCO RIZZI, FOUNDER OF
UNIMED**

Chair: Massimo Guarascio (University of Rome La Sapienza, RMEI and Coordinator of GAME)

17:10-17:40 The voice of young people

Marco Di Donato (UNIMED)

The Young Mediterranean Ambassadors of GAME

CONCLUSIONS

Chair: Enzo Siviero (Rector of eCampus University, Italy, Vice President of RMEI and Deputy General Secretary of EAMC)

17:40-18:30 Discussion

Final remarks

Adriano Giannola (President of SVIMEZ, Italy)

END OF THE WORKSHOP

POSTER SESSION - 23 October

Campania research & innovation ecosystems and the Mediterranean



Initiative co-financed by the European Union within the framework of the “Piano di Azione per la Ricerca e lo Sviluppo, l'Innovazione e l'ICT” POR CAMPANIA FESR 2014-2020 OT1 - Ricerca e Innovazione

The poster session is organized by SVIMEZ, in collaboration with the Campania Region – Sviluppo Campania, to offer private or public organizations of the Campania Regions the opportunity to participate in the Mediterranean Workshop 2017.

Posters presentations will present innovative experiences coherent with the topics of the Workshop and with the regional smart specialization strategies (RIS3).

The poster session will be followed by two networking events during the Workshop, aimed at fostering liaison with potentials partners and financial or industrial investors.

WORK TRACKS PROGRAM

23 October 14:00 – 16:00

BEST PRACTICES AND NEW PROJECTS

WORK TRACK – MOBILITY IN EDUCATION, INDUSTRIAL INNOVATION AND BUSINESS CREATION

Conveners: Ahmed Ben Cheikh Larbi (ENSIT-Tunisia and RMEI), Antonello Cutolo (University of Sannio, Italy) and Mariano Iadanza (Città della Scienza, Italy)

The ongoing process of globalization is leading to important changes and challenges in the Mediterranean area, among which the emergence of new regions. At European Union level, the Mediterranean territories, which have been severely affected by the economic crisis of the last decade, must adopt effective adjustment measures, as well as policies geared towards lasting and sustainable development, job creation and effective competitiveness. Consolidating existing cooperation mechanisms and generating new initiatives to increase mobility, coordination and concentration of objectives, resources and competences can be driving forces to promote sustainable and economic development, socially inclusive development and reduce disparities between Mediterranean regions within the framework of the European Cohesion Policy.

5 m Introduction

Mariano Iadanza (Città della Scienza, Italy)

40 m Reviews

Mobility in Mediterranean countries: a broader concept of borders beyond nation-state paradigms

Michele Colucci and Stefano Gallo (CNR-ISSM, Italy)

Mobility (internal migration and emigration) in some Mediterranean countries in relation to the political and economic transformations of the last 50 years based on the Annual Report on Internal Migration in Italy published by the CNR.

Mobility and cross-border higher education

Ahmed Ben Cheikh Larbi (RMEI and Director of ENSIT, Tunisia)

The impact of globalization is reflected by increased student mobility. This phenomenon was reinforced by the World Trade Organization's integration in 2004 stating that education is a potential commercial service. Private higher education has been strengthened and cross-border mobility has been developed as a charitable commercial venture, particularly in developing countries.

70 m Projects

HiT4Med - Highway and traffic engineering: curricular reform for the Mediterranean area

Alfonso Montella (University of Naples Federico II, Italy)

The HiT4Med project, co-funded by the Education, Audio-visual and Culture Executive Agency of the European Commission, developed ten new master programs in Highway and Traffic Engineering in Egypt, Lebanon, Morocco and Tunisia through a joint effort among European and Mediterranean universities.

Tunisian Network for Employability and Development of graduates' skills – TUNED

Laura Marino (University of Naples Federico II, Italy)

TUNED is a European project (funded under Erasmus+) to support the reform of higher education in Tunisia by monitoring higher education programs, ensuring the efficiency of the whole system through quality certification, and improving the match between education and labour market requirements.

Boosting business in the Mediterranean area thanks to student mobility in the framework of the HOMERe program

Léo VINCENT (Honorary President of RMEI, Leader of the HOMERe program)

HOMERe is an intra-Mediterranean internship mobility scheme offering to companies in search of new business perspectives a unique opportunity to recruit young talent from the Euro-Mediterranean region for internship positions. HOMERe gives students the opportunity to complement their education thanks to a 6-month practical work experience in a foreign company.

A project for digital fabrication in the Mediterranean area

Amleto Picerno Ceraso (Head of the DREAM FabLab, Città della Scienza, Italy)

This presentation concerns the main outcomes of the first Academy in Design and Research in Advanced Manufacturing - a High Training Course in Computational Design and Industry 4.0. The next edition will be launched as a means to foster Euro-Mediterranean cooperation and to build stable and promising partnerships. Some best practices will also be described.

5 m Conclusions

23 October 16:30 – 18:30

BEST PRACTICES AND NEW PROJECTS
WORK TRACK – SUSTAINABLE DEVELOPMENT

Conveners: Walid el Baba (EAMC and WEBCO, Lebanon)
and Piergiuseppe Morone (Unitelma Sapienza University of Rome)

Significant changes are expected to occur over the next few decades: most notably, the world population is projected to increase by almost one billion people within the next decade, and the “global middle class” is expected to nearly double by 2030. These trends add pressure to the world economic system and environment: emissions of greenhouse gases keep growing at global scale, materials and energy sources are fast approaching their physical limits and the amount of waste produced under the current system seems to be reaching a new peak.

Against this background, a transition from a society heavily based on mass consumption, uncontrolled waste generation and heavy fossil-fuel exploitation towards one based on resource-efficiency, new production and consumption behaviours, waste reduction, reuse and valorization, seems a desirable and much needed feat. In this regard, the Euro-Mediterranean area can represent an open-air laboratory. This Work Track dedicated to Sustainable Development brings together key players that can help to make such a transition possible, namely, researchers, experts and analysts who will provide their vision and practical understanding on challenges and opportunities for Mediterranean countries.

10 m Opening of the session

Walid el Baba (EAMC and WEBCO, Lebanon)

20 m Conceptual vision of a sustainable circular waste-based bioeconomy development in Mediterranean regions

Anastasia Zabaniotou (Aristotle University, Thessaloniki, Greece)

The Mediterranean is a geographical, cultural, and philosophical reference point encompassing multiple cultures, languages, faiths, and temporal rhythms of development. Innovation can play an important role at regional level, as regions are important engines of economic development. Sustainable regional bioeconomy, local knowledge, ethics and social benefits are linked to technological solutions.

20 m The impact of outdoor space quality on climate responsive building design in Mediterranean cities

Aram Yeretzian (American University of Beirut)

A main characteristic that differentiates cities around the Mediterranean Basin is the quality of the outdoor space, more specifically the degree to which that space is treated as a disposal area. This phenomenon is progressively growing with time as population sizes increase and cities strive to enhance their economies. The quality of the outdoor space significantly affects many aspects of life in a Mediterranean city, namely building design. After addressing this issue, the presentation will expand upon the potential of climate responsive and environmentally sensitive building design as a function of the quality of the outdoor space. The presentation will conclude by highlighting the benefits of climate responsive strategies in building design.

20 m Food waste valorisation for the production of added-value commodities: focus on citrus peel waste as a feedstock for sustainable bio-refineries

Michail Koutinas (Cyprus University of Technology, Limassol, Cyprus)

The food sector is currently emerging as an area providing a range of advanced and multidisciplinary research and development approaches for sustainable waste management. Food manufacturing generates substantial quantities of residues and waste rich in molecules, such as carbohydrates, fatty acids and proteins, which can be used to generate added-value

compounds including chemicals, biofuels and biopolymers through physicochemical and biochemical processing. The restructuring of the traditional fermentation industry into biorefineries that produce low value commodities (e.g. biofuels) as well as biobased chemicals and materials of high value can set the basis for replacement of petrochemical processing with a renewable resource and to develop a minimal waste community.

20 m Women, energy and environment

Francesca Jacobone (University Rome 3 and CREIS, Italy)

The aim of the “Women, energy and environment” training course is to promote: (a) Greater involvement of Mediterranean women in the Green Economy, Blue Economy and Smart Energy, and to foster energy saving; (b) The empowerment of women; c) Female entrepreneurship and women-led small and medium enterprises; and (d) Improvement of women’s lifestyles, living conditions and health and consequently of the population as a whole.

20 m BRIEF PRESENTATIONS OF NEW PROJECTS

Strengthening the capacities of Mediterranean and African scientists of the public and private sector regarding management and financing of bankable green projects for green growth in the Mediterranean and African regions

Amel Makhoul (R20- Regions 20 for Climate Action and the Tunisian Engineering Council)

United Nations’ Sustainable Development Solutions Network (SDSN) at the University of Naples Federico II

Antonio Marzocchella and Alberta De Capua (University of Naples Federico II, Italy)

Solid waste sorting facility for the Fanar Municipality

Joslin Kehdy and Nour Kanso (Recycle Lebanon)

A new sustainable infrastructural plan to boost the competitiveness and the integration of the Southern Italian regions and North Africa

Filippo Romeo (Vision and Global Trend Institute, Italy)

10 m Conclusions

Piergiuseppe Morone (Unitelma Sapienza University of Rome, Italy)

24 October 09:30 – 13:30

**BEST PRACTICES AND NEW PROJECTS
WORK TRACK – CULTURAL HERITAGE**

Convener: Carlo Rescigno (University of Campania Luigi Vanvitelli, Italy)

The exceptional cultural heritage of Mediterranean countries is generally attributed to a common history in which different cultures have interacted in various ways: any loss was a loss for everybody. This fostered cooperation among countries to safeguard this heritage. Given the economic implications of the exploitation of this cultural heritage, the convergence of different Mediterranean cultures can also contribute to peace and to global economic development. The presentations of this Workshop, which are just a sample of the many that could be envisaged, are intended to stimulate participants to explore together strategies and projects related to cultural heritage.

5 m Introduction

55 m Open Table – Mediterranean harbours, markets and goods: networking archaeological studies

Chair: Massimo Osanna (University of Naples Federico II, Director of the Archaeological Park of Pompeii, Italy)

Since antiquity, the Mediterranean has been a network linking cultural, social and political centres, in which harbours have played a prominent role. Archaeological excavations in this area produce endless data from which history can be distilled even in the absence of written texts and archives. Goods, foodstuffs and organic matter often shed light on the cultural and social aspects of travellers who crossed the Mediterranean, not only as exchanged objects but also as segments of a vast cultural lexicon. Starting from Mediterranean harbours and cities, as well as from the sites well conserved by the eruption of Vesuvius, one can envisage coherent actions thanks to projects based on the experimental techniques now available.

Introduction

Demetris Athanasoulis (Director of the Ephorate of Antiquities of Cyclades, Greece)

The invisible weave of life: a Mediterranean network for the Archaeology of organic remains

Massimo Osanna (University of Naples Federico II, Director of the Archaeological Park of Pompeii, Italy)

The archives hidden in the Museums

Paolo Giulierini (Director of the Naples National Archaeological Museum, Italy)

Expected contributions:

Laura D'Esposito, Alberta Martelloni and Luana Toniolo (Archaeological Park of Pompeii, Italy):
The case of Pompeii

An integrated research program on the archeology of goods

Carmela Capaldi (University of Naples Federico II, Italy) and Carlo Rescigno (University of Campania Luigi Vanvitelli, Italy)

50 m Open Table – Education and training in techniques related to cultural heritage

Chair: Laura Baratin (University of Urbino Carlo Bo, Italy)

A Euro-Mediterranean curriculum for the preservation and restoration of cultural

The aim of the TEMPUS project INFOBC (Innovation dans la Formation pour les Biens Culturels) is to create a new Euro-Mediterranean curriculum for the restoration and preservation of the cultural heritage of this area. Such a curriculum has been established in seven Tunisian universities. A similar program is underway in Lebanon.

The project

Laura Baratin (University of Urbino Carlo Bo, Italy)

The case of Tunisia

Ines Ouertani (University of Manouba, Tunisia)

The case of Lebanon

Joseph Zaarour (Université Saint-Esprit de Kaslik, Lebanon)

From research to formation

The study and the preservation of cultural heritage require advanced experimental techniques and the cooperation of specialized laboratories. The cooperation may extend from research to formation, to spread know-how and favor local growth. A few cases are represented at this Workshop.

The CHNet network: Activities in education and training in cultural heritage techniques

Francesco Taccetti (LABEC-INFN, Florence, Italy)

A Summer School on experimental techniques at the CIRCE Laboratory

Lucio Gialanella (University of Campania Luigi Vanvitelli, Italy)

Break

- 55 m Open Table - Searching for hidden structures using a new non-invasive technique: muography**
 Chair: Fabio Ambrosino (University of Naples Federico II, Italy)
A new non-invasive technique is now available to search for hidden archaeological structures. It is based on the use of "muons", which are highly penetrating elementary particles that are naturally produced through the interactions of "cosmic rays" in the Earth's atmosphere. Their abundant flux reaching the Earth's surface allows imaging of the interior of massive bodies or underground structures through "muography", a technique analogous to radiography but mapping the absorption of muons instead of that of X-rays.
- Cosmic ray muon radiography of Egyptian pyramids with nuclear emulsions in the Scan Pyramids project**
 Kunihiro Morishima (Nagoya University, Japan)
- From the muography of underground structures in ancient Naples to Cumae: A pilot project**
 Carlo Rescigno, Giulio Saracino* and Paolo Strolin* (University of Campania Luigi Vanvitelli, *University of Naples Federico II, Italy)
- Expected contributions:
 Pierfrancesco Talamo (Phlegraean Archaeological Park): The case of Cumae and other sites in the Phlegraean Fields
 Francesco Sirano (Director of the Archaeological Park of Herculaneum): The case of Herculaneum
- 25 m Memoria Mari: Musical Koinè of the Mediterranean**
 Marco Sannini (Conservatorio di Musica San Pietro a Majella, Naples, Italy)
This project implies searching for the melodies that have "travelled" among people influenced by specific and common cultures of the various ethnic and geographical areas. It aims at producing a web repository of the heritage of "melodic memories" that over the centuries have influenced the development of the musical traditions of Mediterranean countries.
- Expected contributions:
 Giovanni Conelli (Italy)
 Laurent Filipe and Paula Castelar (Douro Generation, Portugal)
 Johanna Monti (University of Naples L' Orientale, Italy)
 Eugenio Ottieri (Progetto Sonora, Italy)
 Nicola Pisani (Conservatorio di Musica di Cosenza, Italy)
 Tommaso Rossi (Associazione Scarlatti, Italy)
 Francesco M. Sacerdoti (Temple University, Philadelphia, USA)
- 15 m The cultural heritage of the Mediterranean diet: Revitalizing a traditional model by adapting it to current knowledge and needs.**
 Angela A. Rivellese, Gabriele Riccardi, Giovanni Annuzzi, Rosalba Giacco* and Marilena Vitale (University of Naples Federico II, *CNR Institute of Food Sciences, Italy)
The aim of this project is to define and implement at worksites, school canteens and restaurants a diet reflecting traditional Mediterranean habits. Its first phase will be an evaluation of the dietary habits of different Mediterranean populations in collaboration with research groups from various Mediterranean countries. Migrants will also be interviewed.
- 5 m Conclusions**

24 October 14:30 – 15:30

BEST PRACTICES AND NEW PROJECTS
WORK TRACK – LOGISTICS AND MARINE STRATEGY

Conveners: Dragan Čišić (University of Rijeka, Croatia)
and Pietro Evangelista (IRISS-CNR)

Transport and logistics are key activities in the history of the Mediterranean region providing a relevant contribution to the economy of the area. Nevertheless, the sector suffers by low efficiency of transport and logistics systems that negatively affect the potential of the Mediterranean countries. Among the others, regeneration of port areas and appropriate training of human resources working in the sector are key challenges requiring urgent responses. The main objective of this track is to discuss these two relevant issues and identify policy interventions for supporting more sustainable and efficient logistics in the Mediterranean area of the future.

5 m Introduction

Pietro Evangelista (IRISS-CNR, Italy)

25 m Maritime strategy for the development of seaside cities: cooperation, synergies and integrating research with policy making in San Vincenzo Pier collaborative regeneration project

Massimo Clemente and Eleonora Giovane di Girasole (IRISS-CNR, Italy)

Urban regeneration involves specific features in coastal urban areas for several factors: concentration of people, functions and activities, as well as for the maritime identity originated from geographical position and community history. In urban regeneration, the factor of social dimension, in relation to sustainability together with economic and environmental dimension, has been seen for years important and crucial. In this context, IRISS-CNR research group is carrying on studies aimed at defining and testing a collaborative planning methodology for urban regeneration in seaside cities, looking at the sea and the maritime culture as “common goods”. Through an Action Research approach, the metropolitan coast of Naples becomes the testing ground. This presentation shows the experiment in progress at San Vincenzo Pier, the main breakwater of the Port of Naples. Despite its historic-cultural value, the pier lays in a state of abandon and unavailability. The aim of the project is to recover the pier in its port function (touristic port, mooring areas for yacht) and to create a public space on the sea, promoting the communication among Institutions, urban community and stakeholders.

25 m The LOGISMED project: Improve competitiveness in logistics of the MEDA countries

Salem Miladi (Director General of the Tunisian Institute for Competitiveness and Quantitative Studies, Ministry of Planning and International Cooperation, Tunisia)

The LOGISMED project is an initiative of the EU Commission and the European Investment Bank to improve the competitiveness of the logistics sector in the MEDA countries (Tunisia-Algeria-Morocco-Egypt-Jordan). The project is organized into two components: LOGISMED HARD and LOGISMED SOFT. The former is aimed at creating logistics platforms while the latter includes the training aspects and the creation of observatories on the transport and logistics sector. The presentation will deal with LOGISMED SOFT only and it will focus on aspects such as diagnosis of the logistics sector in the MEDA countries, support the strengthening of logistics associations in those countries, development of qualitative standards, training of trainers and so on.

5 m Conclusions

Pietro Evangelista (IRISS-CNR, Italy)