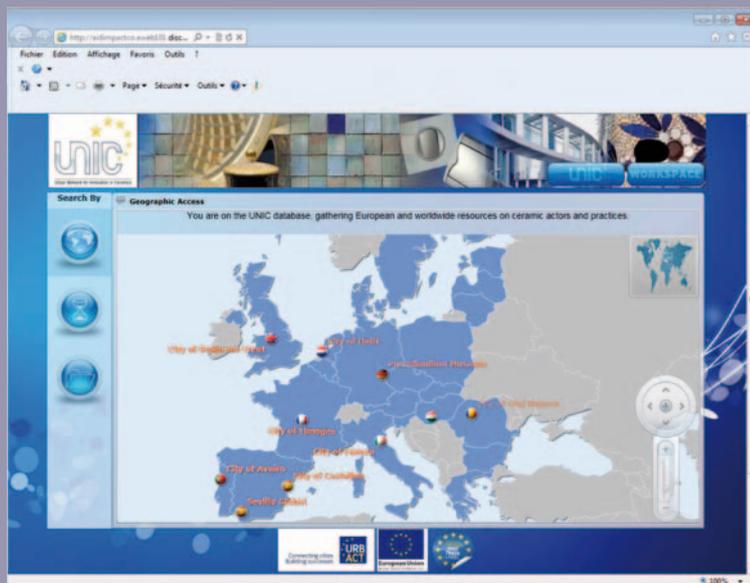


A common repository for dissemination of results and exchange of informations and good practices: the UNIC Toolbox

Regularly updated by the UNIC members through a private access, the aim of the "Ceramics toolbox", an online database, is to provide the public at large but also specialists with documentation collected and produced within the UNIC network. A search function will enable to find information through 3 criteria: geographical, chronological and thematic. This tool will be useful not only for the ceramics cities, but also for all territories which have a traditional industrial

activity: the objective is to provide tools aimed at managing the economic transition, through the identification of innovative practices.

www.unic-cities.eu



From the project to a sustainable network: building a durable collaboration among Ceramics cities

UNIC's ambition is to create a sustainable network of cities sharing a community of interests and goals, with an European and international visibility.

At European level, contacts with European institutions in Brussels enable to lead collective representation and lobbying actions. As such, UNIC has been associated several times to events related to the ceramics industry (European Parliament Ceramics Forum in January and

November 2009, lunch debate on origin marking in 2010 in Brussels...). In order to continue this European involvement on a solid basis after the funding by the URBACT programme, the UNIC partners are willing to create a European Route of Ceramics, which would be built up from the coordination of local routes, linking sites, structures and events related with ceramics.

At global level, the network attaches



much importance to relations with other partners, amongst which the Asian cities are a priority.

bilise these links, with the creation of a World Ceramic Road.

In October 2009 and 2010, the network was represented through a common booth at the International Ceramics Fair in Jingdezhen. This wide-range event gathering 100 000 visitors every year enabled a strong promotion of the partner cities.

Besides this event, UNIC cities wish to reinforce and sta-

ble these links, with the creation of a World Ceramic Road. The signal of this strong will was given with the signature of the charter creating the World Ceramic Road in Limoges on June 17th, 2010, by the UNIC cities and representatives of four Asian cities (Jingdezhen in China, Seto in Japan, Icheon and Gangjin in South Korea).

Through this text, the 15 signatories committed to create a common platform of exchanges and information linked with ceramics, in the fields of culture, academics, tourism and heritage, economy, arts and research.

These European and global routes will constitute a background for the creation of a sustainable organisation, able to lead the exchanges and to support a potential recognition by the UNESCO.



A platform for common activities

UNIC has become a platform of initiatives gathering local stakeholders from partner cities, and covering different aspects of innovation, including open innovation.

This approach aims at creating the process of innovation, through the gathering of the actors who take part in it.

In this regard, the UNIC partners have applied for several European calls linked with projects concerning the thematic of the network :

- GPRIX, concerning the design and implementation of SME research and innovation support programmes, in particular amongst traditional sector SMEs (7th Framework Programme for Research and Technological Development),
- CEREMATCH, linked with the promotion of Green Ceramics in Public Procurement (Competitiveness and Innovation Programme),
- CERURBIS, focusing on technical applications of ceramic materials in urban areas (INTERREG IVB Sudoe programme),
- CERAVET, in vocational training (LEONARDO programme),
- CITIES, on participatory technology (INTERREG IV C programme).

