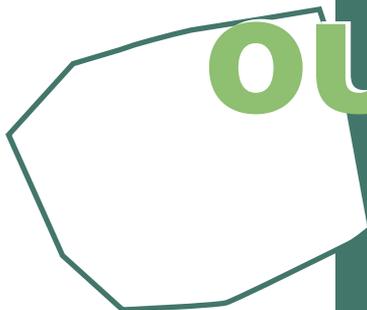


# RURAL LIVING LAB IN TRADITIONAL CRAFT SECTOR: CIRCULAR HANDMADE BERBER CARPET PRODUCTION



## OUEDHREF

LIVERUR Pilot Region: **Ouedhref**  
Square km: **266,02 km<sup>2</sup>**  
Population: **10 273 people**  
Political region: **Gabès, Tunisia**

## DESCRIPTION



Ouedhref is a town and commune in the Gabès Governorate, Tunisia. The town is a center of production for the margoum, the Tunisian Berber carpet. Dar Margoum is a non-profit organization, founded in 2012. Objective of the Association: preserve the authenticity of Margoum, encouraging innovation and renewal, and paving the way for graduates of higher institutes of arts and crafts. The living lab in this region will take care of establishing a circular approach to the production of Berber carpet, from production to waste recovery.



## Positive effects

Improvement of the  
craftsmen's income



Giving confidence to  
young working women



Conservation of  
berber patterns



LIVERUR - 773757



 Environmental & Climate	Climate appropriate to cultivate palms, pome-granate, olive and "elhenna".	😊
	Ouedhref presents the perfect area for circular economy (good infrastructure and surrounded with Oasis which is first source of the raw materials.	😊
	Waste recovery: Vegetable organic wastes are recycled in the natural dyeing.	😊
	Waste recovery: Old carpets are reused and recycled in new creations as patchwork.	😊
 Economic context	"Elmargoum" is the most important activity in Ouedhref 400 handcrafts produce about 8,000m <sup>2</sup> carpets/year.	
	Margoum and agriculture.	
	Economic movement is stable, not affected by crisis.	😊
	Non profit organisations.	
	Increase in m <sup>2</sup> price in sales	
	Preservation of the authenticity.	
	Lack of successors.	✖
Lack of innovation and renewal.	✖	
 Societal Context & Social Infrastructure	Producing carpets is a 100% female activity.	
	Preservation of the authenticity.	
	Lack of successors.	✖
	Passing knowledge.	
	Renewal is a problem.	✖
Improving social infrastructure as a solution?	😊	
Rural technical infrastructure	Promote Margoum export (handmade market, fair trade).	
Legal & institutional framework	Specific frameworks for non-profit organisations and for social and solidarity economy.	