



ACTIONS FINANCED UNDER LEADER in GOZO



Rural Development Programme 2007—2013
The European Agricultural Fund for Rural Development
Europe Investing in Rural Areas



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Outcome of the consultation process

Sustainable Development Strategy:

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Budget allocation

Outcome of the consultation process

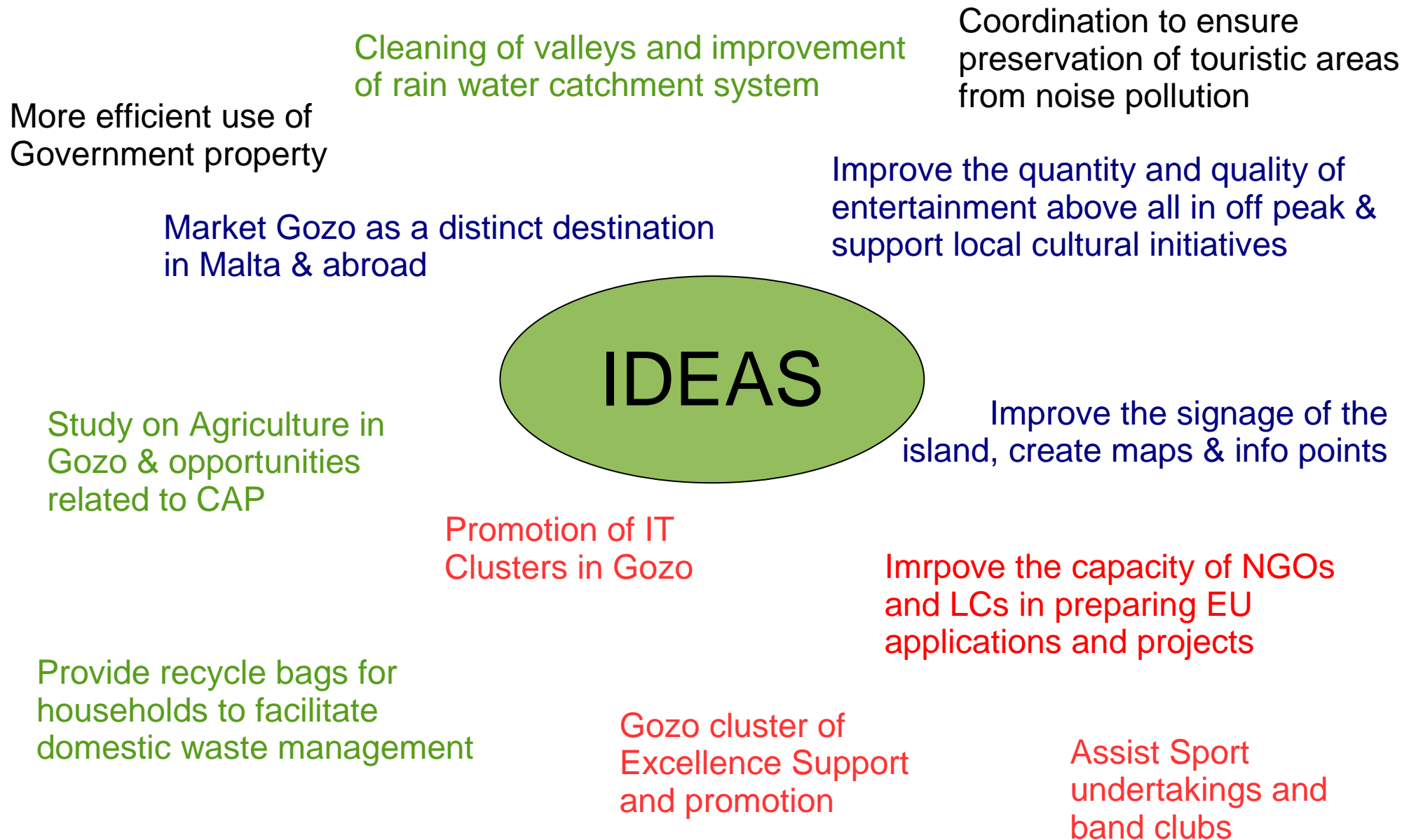
LEADER Consultation in Gozo

01/10/09 - 01/11/09

| | |
|------------------------|------------------|
| n.14 Locality Meetings | 110 participants |
| n. 4 Sectoral Meetings | 45 participants |
| Online consultation | 35 participants |

Excellent level of participation in terms of content, proposals, discussions and suggestion that, where possible, have been incorporated within the strategy

Outcome of the consultation process

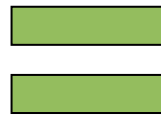


Sustainable Development Strategy

Needs analysis



Outcome of the consultation process



**SUSTAINABLE DEVELOPMENT
STRATEGY FOR GOZO**

The Strategy has identified ten actions

| | |
|-----------|--|
| Action 1 | Studies on Sustainable Development |
| Action 2 | Preparatory studies for capital investments and/ or marketing |
| Action 3 | Training on sustainability |
| Action 4 | Empowering and Building Local Capacity within the LEADER |
| Action 5 | Promote Gozo as a Distinct Destination |
| Action 6 | Open calls for Capital Investments, Marketing, Training, Studies |
| Action 7 | Improve Gozo's Quality of Life and Accessibility |
| Action 8 | Measure 1 25 RDP |
| Action 9 | Measure 3 13 RDP |
| Action 10 | Promote Gozitan Agricultural and Craft Products (Transnational Cooperation). |

ACTION 1: Studies on sustainable development

The objective of this action is to support studies for potential future projects and/or action plans that will contribute towards the sustainability of Gozo's economy including addressing issues such as transport management, improved sustainability of the agriculture sector, and conservation of resources.

Priority Action 1.1: Laboratory specialised in quality controls and testing

Priority Action 1.2: Network of minibus operators for a shuttle service from Malta International Airport to Gozo

Priority Action 1.3: Gozitan agriculture in the context of the Common Agricultural Policy

Priority Action 1.4: Sustainable localities.

| Beneficiaries | Maximum Aid (EURO) | Rate |
|----------------------|---------------------------|-------------|
| SMEs | 10,000 | 50% |
| NGOs | 15,000 | 100% |
| LOCAL COUNCILS | 15,000 | 100% |

ACTION 2: Preparatory studies for capital investments &/or marketing initiatives

The objective of this Action is to fund prerequisite studies, that the Gozo Action Group deems necessary for the eventual implementation of capital investment projects and/or marketing actions.

Priority Action 2.1: Branding Gozo as a distinct tourism destination and sustainability of the sector

Priority Action 2.2: Landscaping all localities

Priority Action 2.3: Signposting and Island Image.

| Beneficiaries | Maximum Aid (EURO) | Rate |
|----------------------|---------------------------|-------------|
| GAG | 15,000 | 100% |

ACTION 3: Training on sustainability

The main objective is to further secure the sustainability of agriculture in Gozo and assist the agriculture sector in adapting to climate change through appropriate training targeted at rural society.

Priority Action 3.1: Impact of farming activities on resources, particularly water.

Priority Action 3.2: Waste management and separation

Priority Action 3.3: Value and use of local agricultural production and traditional cooking

Priority Action 3.4: Innovation and entrepreneurship.

Priority Action 3.5: Building traditional rubble walls.

| Beneficiaries | Maximum Aid (EURO) | Rate |
|----------------------|---------------------------|-------------|
| SMEs | 25,000 | 50% |
| NGOs & GAG | 100,000 | 100% |
| LOCAL COUNCILS | 100,000 | 100% |

ACTION 4: Empowering & building local capacity within the LEADER

This Action seeks to build community capacity and resources in order to maximise community participation in LEADER planning and project development.

Priority Action 4.1: Capacity building on Project Management/EU funding.

Priority Action 4.2: : Capacity building on LEADER management.

| Beneficiaries | Maximum Aid (EURO) | Rate |
|----------------------|---------------------------|-------------|
| GAG & LOCAL COUNCILS | 100,000 | 100% |

ACTION 5: Promote Gozo as a distinct destination

The overall Action objective is to promote the sustainable tourism of Gozo and enhancing its potential to provide a unique and distinct destination

Priority Action 5.1: Marketing campaigns promoting Gozo as a distinct destination.

Priority Action 5.2: Facilitate online booking.

Priority Action 5.3: Festivals, entertainment, and cultural activities.

Priority Action 5.4: Increase promotion of local agricultural products.

| Beneficiaries | Maximum Aid (EURO) | Rate |
|---------------------------------|---------------------------|-------------|
| SMEs * <i>only priority 5.4</i> | 50,000 | 50% |
| NGOs & GAG | 100,000 | 90% |
| LOCAL COUNCILS | 100,000 | 90% |

ACTION 6: Open calls for Capital Investments, Marketing, Training, Studies for Cluster of excellence, Craft sector, Sports initiatives, band clubs

This Action aims to provide support to specific sectors which were identified through the SWOT analysis and consultation exercise to be in need of support

Priority Action 6.1: Cluster of excellence (SMEs).

Priority Action 6.2: Craft sector.

Priority Action 6.3: Sports initiatives.

Priority Action 6.4: Band clubs

| Beneficiaries | Maximum Aid (EURO) | Rate |
|----------------------|---------------------------|-------------|
| SMEs | 10,000 | 50% |
| NGOs & GAG | 10,000 | 90% |

ACTION 7: Improve Gozo's quality of life and accessibility

This Action seeks to enhance Gozo's attractiveness for economic and social benefit.

Priority Action 7.1: Improve signposting in Gozo.

Priority Action 7.2: Landscaping initiatives

Priority Action 7.3: Improve internal sustainable mobility

| Beneficiaries | Maximum Aid (EURO) | Rate |
|----------------------|---------------------------|-------------|
| LOCAL COUNCILS | 100,000 | 90% |

ACTION 8: Measure 125 RDP

This Action will administer funds available to LEADER under Axis 1, Measure 125 of the RDP under the specific action of improving accessibility to fields.

Actions designed to increase the accessibility to agricultural land to farmers, including the improvement and upgrading of existing farm access roads and passageways

Ministry for Resources and Rural Affairs to issue guidelines

ACTION 9: Measure 313 RDP

This Action will administer funds available to LEADER under Axis 1, Measure 125 of the RDP under the specific action of improving accessibility to fields.

The setting up of trails that interlink various sites of tourist value; and

The provision and one-time restoration of small-scale recreational amenities, such as leisure parks

ACTION 10: Promote Gozitan Agricultural and Craft Products

The objective of this Action is to support transnational and inter-territorial cooperation specifically in the development of farmer markets and direct sales initiatives in Malta and abroad

*Ministry for Resources and Rural Affairs to
issue guidelines*

Beneficiaries

GAG

Sustainable Development Strategy

Budget Allocation

| | | |
|-----------|---|-------------|
| Action 1 | Studies on Sustainable Development Preparatory studies for capital investments and/ or marketing Training on sustainability Empowering and Building Local Capacity within the LEADER Promote Gozo as a Distinct Destination Open calls for Capital Investments, Marketing, Training, Studies Improve Gozo's Quality of Life and Accessibility | |
| Action 2 | | |
| Action 3 | | |
| Action 4 | | |
| Action 5 | | |
| Action 6 | | |
| Action 7 | | 866,000 € |
| Action 8 | Measure 125 RDP | 166,000 € |
| Action 9 | Measure 313 RDP | 1,500,000 € |
| Action 10 | Promote Gozitan Agricultural and Craft Products (Transnational Cooperation). | 166,000 € |

TOTAL ESTIMATED EXPENDITURE

2009 - 2015

MLN €

2,5

Sustainable Development Strategy

Budget Allocation

| | | |
|-----------|--|-------------|
| Action 1 | Studies on Sustainable Development | 41000 € |
| Action 2 | Preparatory studies for capital investments and/ or marketing | 30,000 € |
| Action 3 | Training on sustainability | 80,000 € |
| Action 4 | Empowering and Building Local Capacity within the LEADER | 65,000 € |
| Action 5 | Promote Gozo as a Distinct Destination | 300,000 € |
| Action 6 | Open calls for Capital Investments, Marketing, Training, Studies | 50,000 € |
| Action 7 | Improve Gozo's Quality of Life and Accessibility | 300,000 € |
| Action 8 | Measure 125 RDP | 166,000 € |
| Action 9 | Measure 313 RDP | 1,500,000 € |
| Action 10 | Promote Gozitan Agricultural and Craft Products (Transnational Cooperation). | 166,000 € |



THANKS FOR YOUR ATTENTION

Rural Development Programme for Malta
European Agricultural Funds for Rural Development
(E.A.F.R.D) 2007-2013