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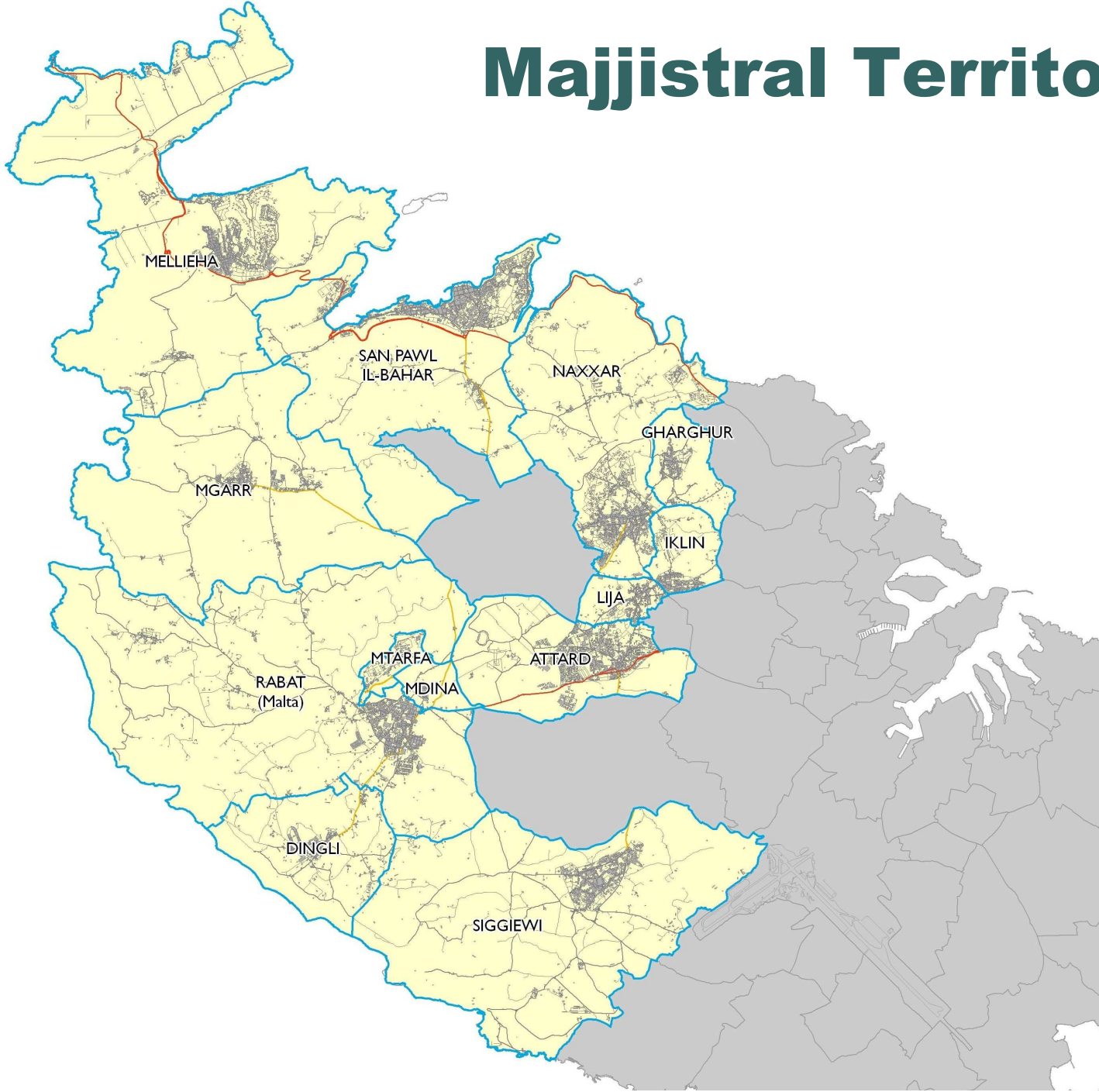
Rural Development Programme 2007—2013
The European Agricultural Fund for Rural Development
Europe Investing in Rural Areas



LEADER FOR MAJJISTRAL TERRITORY

The Strategy

Majjistral Territory



Structure of Presentation

- Principles of the Strategy
- Public consultation outcome
- Actions for the Majjistrat

Principles of the Strategy

The Strategy is based on:

- SWOT Analysis
- Outcome of public consultation
- EU / national policies
- The LEADER requirements & guidelines

Public Consultation

- Sectoral Meetings: Agriculture Sector, NGOs, SMEs & Tourism
- Locality: 1 meeting held in each Local Council
- On-line questionnaire

Attendance & Participation very good

...Public consultation

Some comments from the public:

- Assistance required for application forms
- Restoration of rubble walls and wind mills
- Recreational areas
- Access to rural areas
- Restoration / cleaning of valleys
- Restoration of cultural heritage assets
- Heritage trails
- Embellishment
- Elderly need to remain active

...Public consultation

Some comments from the public:

- Promotion through website, brochures, etc
- Sports activities / facilities
- Assistance to crafts sector
- Better road signage
- Better tourism product
- Use of squares for activities
- Promotion of local produce
- Festivals for the region
- Pollution in some areas

The Actions

Aid will take the form of support under the following action headings:-

- **AXIS 1: Measure 125**

Activities to increase accessibility to agricultural holdings by farmers including the upgrading of existing farm access ways and passageways

- **AXIS 3: Measure 313**

Setting up trails that interlink various sites of tourist value

Provision of one time restoration of small scale recreational amenities, such as leisure parks, which are tourist attractions

- **AXIS 4: LEADER**

Implementing the Local Development Strategies

Implementing Cooperating Projects

Running the LAG, acquiring skills and animating the territory

The Actions

- Eligible Activities:

Projects will be funded under the following headings:

- Analysis and Development (Research, feasibility studies)
- Training
- Capital
- Marketing

The Actions

| Action | Priority areas | Beneficiary | Budget (€) |
|---|--|---|------------|
| ACTION 1: Studies on the assets and quality of life of the Region | <p>Priority Action 1.1: Studies on valleys, sensitive areas, and cultural heritage</p> <p>Priority Action 1.2: Study on traffic management</p> <p>Priority Action 1.3: Studies focussed on the setting up of community initiatives</p> | Local Councils and the Majjstral Action Group | 43,333 |
| ACTION 2: Guidelines and feasibility studies for implementation of capital investment projects | <p>Priority Action 2.1: Landscaping and embellishment in all localities</p> <p>Priority Action 2.2: Signposting and Island Image</p> | Majjstral Action Group | |

The Actions

| Action | Priority areas | Beneficiary | Budget (€) |
|--|--|--|------------|
| ACTION 3: Training for implementation of LEADER | Priority Action 3.1: Capacity building on Project Management/EU funding Priority Action 3.2: Capacity building on LEADER management | Majjstral Action Group, Local Councils, and NGOs | 130,000 |
| ACTION 4: Training and awareness campaigns on sustainable environmental management projects | | Majjstral Action Group | |

The Actions

| Action | Priority areas | Beneficiary | Budget (€) |
|---|--|---|------------|
| ACTION 5: Promotion of the Majjstral Region, its assets, and products | <p>Priority Action 5.1: Activities aimed at promoting areas and its assets.</p> <p>Priority Action 5.2: Festivals.</p> <p>Priority Action 5.3: Promotion of the Region</p> <p>Priority Action 5.4: Marketing of local produce.</p> | <p>Local Councils, NGOs, and SMEs : Priority Actions 5.1 and 5.2</p> <p>Majjstral Action Group Priority Action 5.3.</p> <p>SMEs and NGOs Priority Action 5.4.</p> | 216,666 |
| ACTION 6: Open calls for Capital Investments, Marketing, Training, Studies for active lifestyle initiatives and the crafts sector | <p>Priority Action 7.1: Active lifestyle initiatives</p> <p>Priority Action 7.2: Craft sector</p> | SMEs and NGOs | 130,000 |

The Actions

| Action | Priority areas | Beneficiary | Budget (€) |
|---|--|---|------------|
| ACTION 7: Improve Quality of Life and Accessibility in the Majjstral Region | Priority Action 7.1: Improve signposting Priority Action 7.2: Landscaping initiatives | Local Councils | 346,666 |
| ACTION 8: M125: Infrastructure related to the development and adaptation of agriculture | | Majjstral Action Group and Local Councils | 166,666 |

| Action | Priority areas | Beneficiary | Budget (€) |
|--|---|--------------------------------|------------|
| ACTION 9: Measure 313: Encouragement of Tourism Activities | The setting up of trails that interlink various sites of tourist value The provision and one-time restoration of small-scale recreational amenities, such as leisure parks | Local Councils, NGOs, and SMEs | 1,512,222 |
| ACTION 10: Promote Majjistrat produce and products on the European market | | Majjistrat Action Group | 166,666 |

Summary of Actions

- Actions 1-7 (LEADER) € 866,667
- Measures from RDP (125 & 313) € 1,678,889
- Transnational measure € 166,667

- **TOTAL AVAILABLE BUDGET** € **2,545,556**