



**MedStrategy Project - Integrated Strategy for Sustainable  
Development of Mediterranean Rural Areas**  
Project reference no.: 2G-MED09-282

**MALTA - “Report on present and future  
dissemination of the MedStrategy”**  
**Pembroke Local Council**

April 2013



*Pembroke Local Council*



KAPE CRES | CENTRE FOR RENEWABLE  
ENERGY SOURCES AND SAVING



As part of the dissemination process for the full implementation of MedStrategy project in Malta and in order to disseminate among stakeholders and citizens the project results and aims, Pembroke intends to capitalize the project opportunities through an extensive dissemination campaign of the activities implemented and identifying the new opportunities that MedStrategy may provide in the future among the civil society and the key-stakeholders.

As part of its active role in disseminating the project themes and aims of MedStrategy at a national level, Pembroke Local Council has already organized on October 2012 in Valletta a final open-day event whereby promotional materials were distributed, including the following leaflets of the project that were providing an overview of the project and Pembroke's role in its implementation together with the partnership:



KAPE CRES | CENTRE FOR RENEWABLE ENERGY SOURCES AND SAVING



**INFORMATION ABOUT MEDSTRATEGY**

Medstrategy project is a project financed through the EU MED Programme. It aims at improving and addresses territorial governance of Mediterranean rural areas towards sustainability through an innovative integrated Planning Model (PM).

The project involves rural territories of the Mediterranean area in Malta, Italy, Spain and Greece. It focuses on three items:

1. *The integration of economic, social, environmental dimensions of sustainability in planning;*
2. *The development of integrated & shared strategies and actions through the cooperation of local authorities and the engagement of local communities for the innovation of territorial governance;*
3. *The setting up of common objectives & activities such as preservation of cultural and natural heritage and competitiveness of territorial system for local and transnational synergies of rural areas.*

Following a diagnosis of the involved territories and the assessment of the three dimensions of sustainability (economic-social-environmental) through appropriate indicators, the project highlighted weaknesses and strengths of local authorities governance systems, in order to identify successful alternative governance models and tools.

It is only thanks to the active participation of key actors and local stakeholders (citizens, local administrators and decision makers, opinion leaders, business sector operators, tourism providers, professional associations, environmental associations, civil society groups) that it has been possible to elaborate and produce a common vision of future and shared "green economy" strategies.

As result of these activities, Pembroke Local Council will proudly introduce to the other project Partners a common vision of key intervention and its own Local Pilot Operative Plan (LPOP) for the sustainable development of local rural areas.

These results will soon be publicly shared during an openevent that will take place in the Pembroke area and where everybody is welcome to participate and be part of this new innovative process where our ideas can take voice.

We proudly invest in your future to preserve our common natural resources.

[www.pembroke.gov.mt](http://www.pembroke.gov.mt)  
[www.medstrategyproject.eu](http://www.medstrategyproject.eu)

**Project Partners**

**MED**  
European Union ERDF  
Union Européenne FEDER

**Integrated Strategy for Sustainable Development of Mediterranean Rural Areas**

**MED**  
European Union ERDF  
Union Européenne FEDER

**Integrated Strategy for Sustainable Development of Mediterranean Rural Areas**

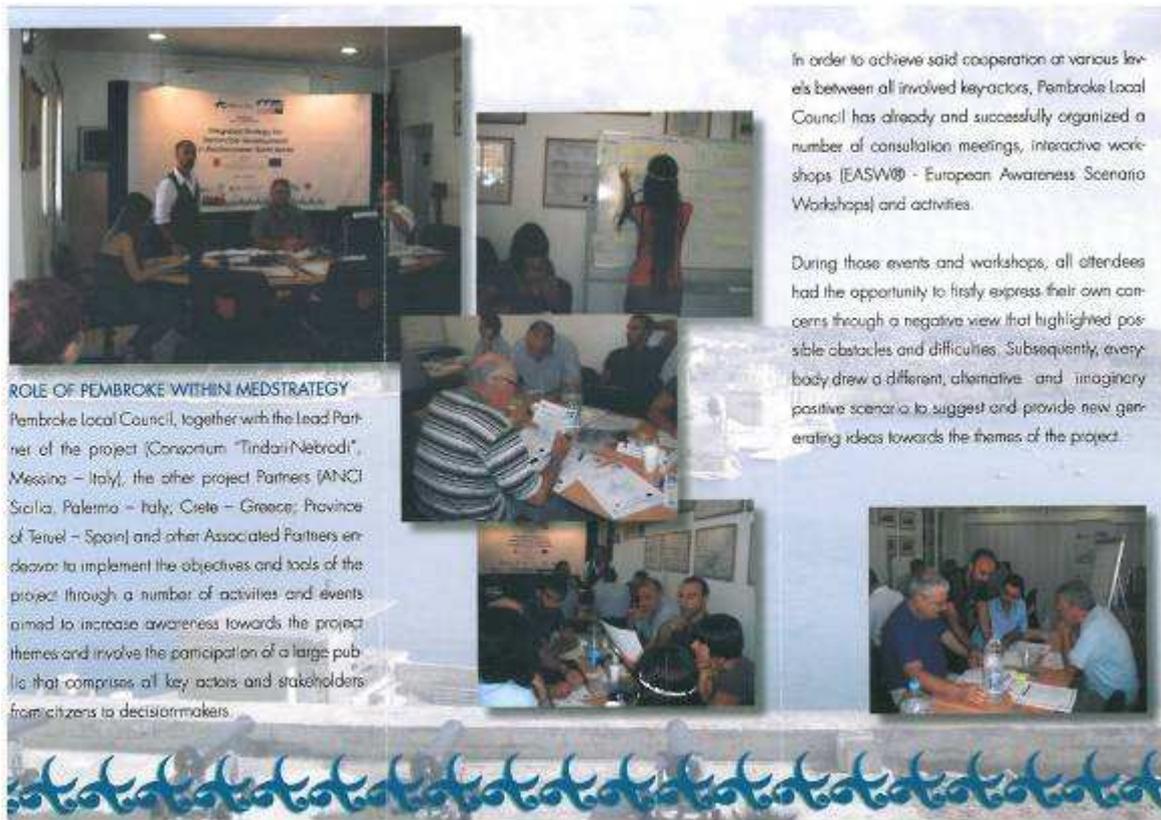
MED Operational Programme - Cohesion Policy 2007-2013  
 Europe in the Mediterranean  
 This project is part-financed by the European Union  
 European Regional Development Fund (ERDF)  
 Co-financing rate: 95% ERDF; 15% National Fund

**We are investing in your future.**



KAPE CRES | CENTRE FOR RENEWABLE ENERGY SOURCES AND SAVING





**ROLE OF PEMBROKE WITHIN MEDSTRATEGY**  
 Pembroke Local Council, together with the Lead Partner of the project (Consortium "Tindari-Nebrodi", Messina – Italy), the other project Partners (ANCI Sicilia, Palermo – Italy, Crete – Greece; Province of Teruel – Spain) and other Associated Partners endeavor to implement the objectives and tools of the project through a number of activities and events aimed to increase awareness towards the project themes and involve the participation of a large public that comprises all key actors and stakeholders from citizens to decisionmakers.

In order to achieve said cooperation at various levels between all involved keyactors, Pembroke Local Council has already and successfully organized a number of consultation meetings, interactive workshops (EASW@ - European Awareness Scenario Workshops) and activities.

During those events and workshops, all attendees had the opportunity to firstly express their own concerns through a negative view that highlighted possible obstacles and difficulties. Subsequently, everybody drew a different, alternative and imaginary positive scenario to suggest and provide new generating ideas towards the themes of the project.

During the same mentioned open day event Pembroke Local Council representatives introduced MedStartegy project themes, aims and results and therefore Malta's LPOP (Local Pilot Operative Plan), listing the actions (what) and actors (who) that will implement the key intervention toward the aims of the project.

This is in line with the Council intention to widely disseminate the results of the project and the ongoing process of involving both the civil society at all levels and the stakeholders that are key for the implementation of the outcome and ideas of the held workshops and activities during the project implementation.

Pembroke Local Council in fact intends to make use of project's results and to further develop them through new projects that may include and combine the implementation of the key actions of LPOP.

With this in mind, Pembroke has produced a number of promotional items that includes that compulsory logos and all reference to MedStrategy projects. Pembroke Loca Council is in fact of



KAPE CRES | CENTRE FOR RENEWABLE ENERGY SOURCES AND SAVING



the idea that the distributed promotional items may impress in the memory of the general public the aims of MedStrategy, providing higher visibility and increasing the potential of future collaboration for the capitalization of the project national outcome.

Among the MedStrategy promotional material that Pembroke Local Council has produced, it can be listed:



**Cotton bags**



**Cotton laptop bags**



**T-shirts**



**Glass paper weights**



**Folders**



**Jotters**



**Letterheads**



**Desk calendars**



**Posters**



**Kids stationery sets**



**Cotton caps**



**Sun visors**



**Leaflets**



**Mugs, stress balls, stickers, lanyards, luggage tags, pens, key chains, lapel pins, USB**



CENTRE FOR RENEWABLE ENERGY SOURCES AND SAVING



For this reason Pembroke has already carried out and disseminated MedStrategy promotional material and above leaflets about the project also during non-related public events, in order to raise awareness about the project opportunities and Pembroke's key role in MedStrategy national implementation.

### **Pembroke Locality Day (Malta, Pembroke)**

**4<sup>th</sup> July 2012**



### **European Drift Championships (Malta, Pembroke)**

**14<sup>th</sup> to 16<sup>th</sup> September 2012**



KAPE CRES | CENTRE FOR RENEWABLE ENERGY SOURCES AND SAVING



## Puttinu Penalty Fund Raising Activity (Malta, Pembroke)

13<sup>th</sup> October 2012



## Santa Klara College, Pembroke Primary (Malta, Pembroke)

30<sup>th</sup> November 2012



CENTRE FOR RENEWABLE ENERGY SOURCES AND SAVING



During these activities, Pembroke took the opportunity to disseminate MedStrategy themes and aims and to boost the future cooperation opportunities with the general public and further key stakeholders.

For these same reasons, Pembroke Local Council intends to participate to further and future events non-directly related to MedStrategy, but where it can be nonetheless disseminated and increased MedStrategy visibility and follow up on the project outcome and provided ideas for future capitalization of MedStrategy.

1. Local Open Day 5<sup>th</sup> May 2013
2. Pembroke Athleta Football Nursery End of Season Activity June 2013
3. Pembroke Local Day 4<sup>th</sup> July 2013
4. Pembroke Athletics End of Season Activity August 2013
5. Clean Up Pembroke Activity September 2013
6. Schools Activity October 2013

All these activities will help to disseminate as much as possible the results of the project and the benefits of the end results.

Pembroke aims to continue disseminate the importance of implementing new ideas generated through European projects as MedStrategy that can improve the quality of life through the active contribution of the same citizens in a joint Public-Private participation process.



KAPE CRES | CENTRE FOR RENEWABLE ENERGY SOURCES AND SAVING

