



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

**Report on the results presented
at the Final Conference**

Wednesday, 14th November 2012

Head Office of Intermunicipal Consortium Tindari-Nebrodi

Via XX Settembre, 110 - 98066 Patti (ME)



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KAPE CRES | CENTRE FOR RENEWABLE
ENERGY SOURCES AND SAVING



The Final Conference of the MedStrategy Project

The final Conference of the Medstrategy Project was held in the head office of the Intermunicipal Consortium Tindari-Nebrodi, in Patti (Province of Messina, Sicily) on the 14th November 2013.

The final Conference started with the welcome of the representatives of the institutions (the Mayor of Patti, Mauro Aquino and the President of the Province of Messina, Mr. Giovanni Ricevuto) and the representatives of host partners (the President of the Consortium Tindari Nebrodi, Armando Lopes and the Secretary of ANCI Sicilia, Mr. Mario Emanuele Alvano).

The main objective of the final Conference of the MedStrategy Project was the presentation of all the activities as foresees in the Working Plan of the Project.

The first part of the Conference was devoted to the **“Presentation of the project results”**, while the second part was devoted to the **“goals, problems and results achieved in each region involved”**.

At the end of the day, the results of MedStrategy project were compared with other successful experiences, opening the debate on future collaborations between the partners and the possibility to start new EU projects on “Capitalization”.

In the first part of the Conference the "Presentation of the project results" was opened by the "Experts Board" of the Project, Massimo Attanasio and Gema Quilez. They presented the strategies tested during the MedStrategy project, whose primary aim is to create new forms of collective services relating to local development.

The title of the presentation of the Experts Board was: "MedStrategy experiences. Has MedStrategy developed "good practices" for "new" governance?"

The Experts Board described the results obtained with particular reference to the methods used in the different phases of the project.

1) The phase on the territorial analysis was oriented to provide an assessment of the local territorial system according to the Environmental Reporting Model used in AG Locale 21. The analysis of the local Governance System, which was based on the qualitative assessment systems (Ostrom), allowed to evaluate the efficiency of the usual tools of programming of integrated services in the different systems based locally.

2) the methodology applied for the implementation of the Participative Process (conducted according to the EASW method) in the 4 local contexts for the realization of "Local Pilot Operational Plans"

oriented to the identification of strategic actions for the implementation of new integrated services to support territorial development shared between local public and private actors.

In particular, the tool of the Participative Process allowed to achieve in parallel in the 4 areas of the project, a process that, starting from a direct comparison between private and public institutions representatives of the different areas, has helped to strengthen the social cohesion of local systems.

The final result of the Participative Process was the definition of a programming tool for local development shared among the actors, specific stakeholders, and local institutions: the 4 "Local Pilot Operational Plans". The experience of the participative model implemented in the different areas is one of the strengths of the MedStrategy project.

3) Guidelines for the drawing up of an "Integrated Strategic Plan for Sustainable Development in the Mediterranean rural areas" represents the final document of synthesis of the MedStrategy Project. The document sets out a step-by-step methodology aimed at the creation of new integrated and strategic services oriented to the development of the local economy. That methodology, proposed and described in the Guidelines, takes into account all the strengths and difficulties encountered during the implementation of the project activities MedStrategy.

The "Experts Board" concluded that the results obtained by the MedStrategy Project are certainly an example of "good practice" which can be addressed by all the local authorities in the EU, and in particular by the rural areas of the Mediterranean area. It can be considered a reference point to start Participative Processes for the realization of integrated services oriented to the local sustainable development.

The second part of the Final Conference, dedicated to the presentation "goals, problems and results achieved in each region involved", was coordinated by Despoina Karniadaki (external consultant of the Consortium Tindari-Nebrodi).

The partners presented the results achieved at the local level and the critical issues encountered during the implementation of activities in the different stages of the project MedStrategy. Finally all the partners briefly presented the "Local Pilot Operational Plans" and "Key Interventions" identified as priorities during the Participative Process:

- **Municipality of Archanon-Asterousion** (Crete, Greece)

Archanon-Asterousion Municipality (P3) and CRES - Centre for Renewable Energy Sources (P4)

Local Pilot Operative Plan

Topic: Promotion of local products with focus on sustainability

Key Interventions

1: Sustainable Development Action Plan for a rural Community at Archanon-Asterousion Municipality

2: Creation of Soil Map for Decision Support in Agricultural Management

3: Research for Strategic Plan and Development in the Table Grapes Market of the Municipality of Archanon-Asterousion

4: Exploitation of biomass-type residues and by-products in the greater Archanon-Asterousion Municipality in an integrated plant and expected synergies

- **Municipality of “Comarca Comunidad de Teruel”** (Aragona, Spain)

Province of Teruel (P5) e Foundation for Social Development (P7)

Local Pilot Operative Plan

Topic: Re-introduction of ranching activities - ovine/goats- in the villages around Teruel where the activity was important in the past but now it is almost disappeared.

Key Interventions

1. Individual “face to face” tutorials with people interested on ranching activities in the territory today.

2. Demand to Department of Employment in Regional Government of an “Employment Workshop” for the immediate training of entrepreneurs interested on ranching.

3. Elaboration of a map of available resources in the territory for ranching uses: municipalities aiming at cooperating, available pastures, empty houses, vessels for livestock.

4. Handbook containing feasibility analysis for the setting up of an average ranching exploitation in Teruel today & synthesizing all information produced during the participation process.

- **Northern Harbour District and Northern District** (Malta)

Pembroke Local Council (P6)

Local Pilot Operative Plan

Rural tourism with the focus on sustainability and energy

Key Interventions

1. Encouraging competitions and open-day events for children to promote and encourage sustainable development of rural areas. Press and Media dissemination.

2. Organization of schools activities in the local rural areas and implementation of activities toward the educational process of preservation and maintenance of those areas.

3. Involving local languages schools and foreign students (example of sustainable tourism) to increase awareness and participate to or organize local “green” public activities.

- **Municipality of the Consorzio Tindari-Nebrodi** (Sicily, Italy)

Consorzio Intermunicipale Tindari-Nebrodi (LP) e ANCI Sicilia (P2)

Local Pilot Operative Plan

Local resources: opportunities for development in the tourist sector

Key Interventions

1. Creation of a "Permanent Forum for tourism and the promotion of the territory", a place for discussion and coordination among the various public and private entities that operate in sectors linked to the tourism, to identify and implement synergistic and shared actions oriented to the sustainable development
2. "Design of the tourist itineraries", the plan of integrated thematic itineraries, aimed at specific targets. They can overcome the seasonality of the tourism flows, the promotion and the marketing of local food and wine and local crafts.

In addition, the Partner ANCI Sicily created a website with two contents:

1. The *Observatory of Municipalities* that constitutes a “Network of Municipalities” with experiences of good practices on “governance”.
2. The online *Training Course* on “the Governance of the Local Authorities and on the shared management of the territorial services” which is addressed to the local representatives and public officials of the Sicilian Municipalities.

As expected in the schedule of the Final Conference, before starting the discussion on the capitalization of the MedStrategy Project, two cases of Good Practices were presented.

The President of the "Val di Cornia SpA" (Tuscany, Italy), Mr Luca Sbrilli presented the experience of his community in Tuscany. The "Val di Cornia SpA" is an association involving various towns in Tuscany. That association manages local services for the promotion of the local tourism system. Mr. Sbrilli explained the functions of the integrated services managed by the company "Val di Cornia SpA", which represents the Local Government.

The presentation of the second "good practice" was done by Mr. Apostolos Kalliantzidis, (EM.LOC - Thessaloniki, Greece), who presented the experience of the Project "Philoxenia" funded under the MED Programme. Mr. Kalliantzidis explained how both the Projects "Philoxenia" and MedStrategy are oriented to exploit the potentiality of local resources, highlighting the opportunity to build on the

experiences gained in two projects through the creation of new partnerships for future projects. That opportunity could be funded by EU, in particular it can be derived through the capitalization of the MED program.

Proposals for the creation of a "Medstrategy Network"

At the end of the day of the Final Conference, the MedStrategy partners discussed on how to enhance the results achieved by the project and the prospects for maintaining and extending the network of public and private entities that have experienced the methodology.

At first, in mutual agreement the Partners decided to “keep in touch” and send back the initiatives for the creation of the network after the final approval of the project by the Management Authority.

Recently, the partners decided to update the Web Site of the Project, including a new dialog box: "*Capitalitation Net*", following the indications given by the JTS.

This box was set up on provisionally and will be completed later when the final approval of the project by the Managing Authority will allow the passage of the website management to the Province of Teruel (currently the site is managed by the external company which is actually in charge till the end of the project). At this stage the new window / web page will be managed by the partners as the network of the MedStrategy Project.

The window will be used as a communication and information tool to go on with the “MedStrategy experience” in the different territories and with the initiatives taken by each partners and oriented to the enhancement and dissemination of the results obtained.

In addition, the Partners are committed to promote the dissemination of the methodologies already experienced with the Medstrategy Project in the areas of promotion and search for new models of local governance inspired to sustainable development and supported by participative processes.

The activities for the enhancement and dissemination of the project results

The partners (Consorzio Tindari Nebrodi & ANCI Sicilia, CRES & Municipality of Archanes, Province of Teuel and FDS, Pembroke Local Council) have used to work together before the project and will continue to collaborate. During the implementation of the project, excellent relationships were established both among the 7 partners as well as among the persons involved in the project. Partnership will continue to collaborate at the exploitation of new business/financing opportunities for implementing the interventions of the Local Pilot Operative Plans.

The main activities for the enhancement and dissemination of MedStrategy project results, in this first phase, were carried out by partners in their local contexts, sometimes in cooperation with other partners and were aimed at realization of the "Key Interventions" identified in the each "Local Pilot Operational Plan".

The future dissemination and capitalization activities will be progressively described and included in the section " Capitalitation net " of the website of MedStrategy Project.

Capitalization activities

MedStrategy has and have had a real information exchange with other projects, especially through internet and information disseminated on the website. The website allows to create contacts with other projects, that asked us to capitalize their results together with the MedStrategy project. Among all these projects, we chose to join the Philoxenia Plus Project. The proposal was presented in the last MED call.

Furthermore considering capitalization as sharing MedStrategy experiences with other projects in the Mediterranean area, the Medstrategy methodology for building Pilot Operative Plans was included in the Capitalization project called "Philoxenia Plus" (leader Partner Emloc), where Consorzio Tindari Nebrodi and Diputacion de Teruel are also partners; the new project is addressed to social cohesion.

The approval of the "Philoxenia Plus" Project (announced on 11th April 2013) can be considered as the first result of the project Medstrategy, which will give continuity to some of the activities identified in the Local Pilot Operative Plans for the area of the municipalities of Consortium Tindari Nebrodi and for the province of Teruel.

Based on the Medstrategy planning model the Consorzio is promoting the implementation of "Plans for the sustainable use of the territory" ("Piani di fruizione sostenibile del territorio") in the framework of the Tourist District of the Province of Messina (Distretto Turistico della Provincia di Messina).

The results of the Medstrategy project were presented as an example of "good practice" and model for the creation of new integrated territorial services among the small and medium municipalities at the conference "The territorial cohesion and the role of sicilian municipalities" that has been organized by ANCI Sicilia on 23th April 2013. At the conference national experts of ANCI (National Association of Italian Municipalities) presented the strategies and the contents of the new programmes on the use of EU funds for the period 2014-2020. The conference was attended by the regional, provincial and municipal institutions.

CRES and Archanon Asterousion Municipality are collaborating with the SMAP Ltd (Company for the Development of the Valley of Magazzolo-Platani), a company which is a consortium of thirteen municipalities (Alessandria della Rocca, Bivona, Burgio, Cammarata, Casteltermini, Cianciana, Lucca Sicula, Palazzo Adriano, San Biagio Platani San Giovanni Gemini, Muxaro Sant'Angelo, and St. Stephen Quisquina Villafranca Sicula) of the Platani - Magazzolo valleys in the province of Agrigento, in Sicily. The goal of this consortium is to define a project, funded by IEE Programme, aiming at creating small plants for the production of energy from biomass. The project aims to capitalize some of the key interventions (1: Action Plan for Sustainable Development in the Rural Community at Archanon-Asterousion Municipality & 4. Exploitation of biomass-type residues and by-products in the greater Archanon-Asterousion Municipality in an integrated plant and expected synergies) identified in the Local Pilot Operating Plan of the MedStrategy Project.

The partnership, which is in progress, foresees the involvement of other two partners, Portuguese and Spanish.

FDS will use the methodology that was created for the Participative Process (Component 4 - Phase 1 of MedStrategy project) in the project "RESATER (SUDOE)", since it has been shown that it is a method that has been widely accepted by the partners for its flexibility and simplicity, and by organizers and researchers, because it is easy to implement and provides real and useful results. The project, titled Tele- Medicine and Health network in rural areas, was promoted by Syndicat Mixte du Pays Couserans and financed by Interreg. The project has as aim to contribute in the improvement of the rural areas of the South-East of Europe through the development and maintaining of an adapted, and innovative health offer which can constitute a common project for a new model of Health assistance in the rural areas, always taking into account the equality in the access to health Services for patients living in every place of the rural areas and with a proper assistance.