MED-PACT General Reunion Brussels 2008

Building Effective Partnerships among European and Mediterranean Municipalities for Local Economic Development Promotion - PAMLED

Ms. Fabiana Farro, Project Manager
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THE PROJECT PARTNERS AT A GLANCE
LES PARTENAIRES DU PROJET EN BREF

Five EU cities, Three MEDA cities

*Project Leader:* Municipality of Prato (Italy)
*Project Co-Leader:* City of Marrakech (Morocco)

*Partners:* Municipality of Sin El Fil (Lebanon), Municipality of Bodrum (Turkey), Municipality of Brtonigla (Croatia), City of Skopje (Macedonia), Municipality of Lucca and Municipality of Rio Marina (Italy)

*A Scientific Committee of Four Technical Experts supports the network*

*Timeframe 36 months:* 20\textsuperscript{th} November 2006 - 20\textsuperscript{th} November 2009

*Overall budget:* EUR 562,500 - EU contribution: EUR 450,000 (80%)

Apr, '07  
Sept. '07
OVERVIEW OF THE PROJECT ACTIVITIES
APERÇU DES ACTIVITÉS DU PROJET

PAMLED MAIN PHASES

PHASE 1. A 6-month networking phase concentrating on field analyses within the cities involved

PHASE 2. Through the pivotal role of two Working Groups, a 12-months Phase to draft Priority Pilot Projects in the three MEDA Countries

PHASE 3. Implementation of the Pilot Projects (14 months)

PHASE 4. Follow up, Dissemination and Project evaluation
Overview of Project Activities
Nov. 2006 - June 2008

Kick-off meeting held

Opening meetings, local stakeholders involved on a participatory basis carried out

Working Groups on 1. Planning and Management & 2. City Marketing constituted

Exchange of experience and good practices, policy benchmarking system established, institutional assessments on-going

City-to-city network identified

Drafting of Pilot Projects on Sustainable Development & Cultural and Tourist Policies on-going
An intense degree of interaction among municipalities has been achieved in the first year of implementation;

The concrete networking has been made possible also through the 3 transnational meetings held in 2007 characterised by an exchange, among partner representatives, of views on practices and interventions in the sectors identified;

Initial and substantial identification of pilot projects with the three MEDA partners has been carried out;
Overview of the Progress Achieved

An on-going process of definition of the pilot projects in the three Mediterranean territories has been carried out to maximise the Project resources (inner and external networking and financial proper) on specific topics & sub-topics, i.e.:

- Environmental education and awareness targeting citizens and economic stakeholders in the urban areas of Bodrum & Marrakech;

- Policies on Sustainable Tourism prioritised in Bodrum & Marrakech;

- Cultural enhancement prioritised in Sin El Fil & Bodrum;

- Framework training and drafting of a policy for a Strategic Urban Plan identified in Sin El Fil;

- An action plan on Youth Policies (employment and support to self-employment) specified in Sin El Fil.
Overview of the Progress Achieved

- The Working Group on Sustainable Development defines the Pilot Projects with Bodrum and Marrakech

- The Working Group on City Marketing (Tourism & Culture) defines the Pilot Projects with Bodrum and Sin El Fil
**MAIN CHALLENGES ENCOUNTERED**

**LES PRINCIPAUX DÉFIS RENCONTRÉS**

- PAMELE was based on a totally new partnership (only few partners have already worked together or on EU-funded project at all), so lot of efforts have been put in strengthening relations and explaining the mechanisms of an EU-funded project (i.e. concerning budget, documents to produce and results to achieve);

- Transform Partners' ideas into sustainable projects;

- Keep a constant degree of activity and attention by partners, beyond deadlines and sustainability of the pilot projects.
- A ‘first sight born’ and totally spontaneous city-to-city partnership between Sin-El-Fil and Brtonigla could be established;

- Pilot projects and practices exchange seen as a common learning opportunity also for the European partners in strengthening ties with their Mediterranean counterparts, and not only for the MEDA partners. As a concrete output the three Mediterranean Partners of Sin-El-Fil, Bodrum and Marrakech proposed more than one pilot project to the Working Groups
TWO MAIN DIFFICULTIES ENCOUNTERED BY THE PROJECT
DEUX DIFFICULTÉS RENCONTRÉES PAR LE PROJET

- Administrative difficulties in transferring the funds to the partners Sin-el-Fil and Bodrum that will affect the implementation of some project activities if not resolved soon;

- Difficult technical relationship with the three MEDA Partners (Bodrum, Sin El Fil and Marrakech) due mainly to their insufficient organizational capacity on decentralised co-operation and lack of experience in the traditional Project Cycle Management structure.
The implementation of the pilot projects in the MEDA Countries focus on concrete and visible actions and impact on the local community, as follows:

**Example of Actions planned on Sustainable Development**

**Focus:** Environmental education at community level, citizens’ awareness, on water saving/cleaning & waste recycling, reduced impact of tourism on territorial resources (sustainable tourist policies);

**Partners involved:** Marrakech; Bodrum; Rio Marina; Lucca; Brtonigla; Prato.

**Potential actions:** Parallel field analysis and pre-feasibility studies based on benchmarking to be drafted; operative planning of awareness campaigns and training programmes; on these specific issues experts and staff meetings; Municipalities Partners’ staff training cycle
Example of Actions planned on City Marketing (Tourism/Culture)

**Focus:** Exploit cultural tangible and intangible heritage for tourism; draft of pilot plans of tourist archaeological itineraries; organisation of cultural events;

**Partners involved:** Bodrum; Sin El Fil; Rio Marina; Lucca; Brtonigla; Prato; Skopje.

**Potential actions:** Technical assistance/training on organising cultural events and mid-term action plans (including benchmarking on different approaches to social and cultural animation); tourist itinerary plan and promotion of traditional potentialities.

Implementation of Pilot Projects on Sustainable Development & Cultural and Tourist Policies (July 2008-July 2009)

Training of junior professional officers on topics identified (Approx. period Nov. 2008-March 2009)

Technical assistance of city to city partners on pilot project completed (by end July 2009)

Dissemination of results; project evaluation (August-November 2009)
Sustainability horizon following PAMLED completion:
(currently being analysed with Partners)

- The policies and action plans enshrined in the pilot projects of the three MEDA Countries become integral part of the respective city strategies that have already been identified as priorities prior to PAMLED and will regularly financed through national and municipal budgets (indication in this direction has already been expressed by all of them);

- Specific actions resulting from the pilot projects (especially on environmental care in Bodrum and on sustainable tourism in Marrakech) become ad hoc project proposals for external/international funding (potentialities for specific funding lines currently under investigation);