



# GAG1 - Gozo in 21<sup>st</sup> Century Media

Develop an ICT media platform for the valorisation of Gozo Lifestyle  
concept – Second Call



The Rural Development Programme for Malta 2014-2020

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European Agricultural Fund for Rural Development (EAFRD)  
Co-financing rate: 75% EU Funds; 25% National Funds



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## General and Specific Objectives of the measure for Gozo

- ‘New Economy Activities’: The project must provide a direct contribution by creating an ICT, media and digital creative economic activity;
- ‘Climate and Environment’: The promotion of digital connectivity must reduce dependence on climate-intensive activities such as physical transport and raise awareness on Gozo’s natural and cultural environment;

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## General and Specific Objectives of the measure for Gozo

- ‘Gozo Lifestyle’: The action must create a medium for the Gozitan lifestyle to be valorised and developed, also through generational renewal and valorising its economic competitiveness;
- ‘Cultural Heritage’: The action must create a medium for showing cultural and natural heritage assets and valorising their economic competitiveness;
- ‘Partnership Approach’: The action must involve collaboration between business, NGOs and governance functions, while improving their capacity for media access

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## Type of Operations

- Creation of an ICT-based media platform, which has to be complemented by traditional approaches to achieve the following objectives:
  - strengthening of media content and national and international dissemination opportunities for Gozo, including through the production of open-format, replicable audio-visual material (electronic, printed and other formats) to market the territory and enhance its global exposure and networks;
  - enhancing the availability of media resources and access to Gozo business, NGOs, and governance functions with the creation of opportunities for joint partnership actions between them that are financially sustainable;



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## Type of Operations

- creating a marketing and e-commerce platform for all Gozo-based business, especially for micro firms including traditional crafts;
- providing media opportunities for all Gozo based NGOs to set up activities which are commercially and environmentally sustainable on an on-going basis;
- preserving aspects of Gozitan identity, cultural and natural heritage for future generations;
- providing opportunities for strengthening of social cohesion in Gozo between different actors and across generations;
- developing and retaining ICT, media, and creative economy skills in Gozo, especially among the younger generations;

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## Type of Operations

- act as a common reference point for all business, cultural, social, environmental and governance activity in Gozo and as enabling resource for media access to the other actions proposed in the Local Development Strategy (LDS); and
- serve as an effective resource to be utilised by and blended into the other actions proposed in the LDS, in a manner which creates synergies between LEADER interventions, contributes to focus efforts and limits fragmentation.
- Trade and crafts training shall be restricted to persons registered on the Malta Crafts Portal.
- Natural heritage refers to biodiversity, including flora and fauna, ecosystems and geological structures.



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## Type of Support

- capacity building for a three-year period in the form of up to 80% of the running expenses (salaries, rent of premises, operational costs, rental of equipment, training) of a micro-firm or NGO managing the ICT media platform, as shown by audited accounts, with the provision that during the three-year period of support, the operational surplus realised by the micro-firm would not exceed 5% of operational costs, and that all such surplus is re-invested in the activities of the firm, with no distribution of profits;
- all IT operational expenditure for a three-year period for a micro-firm or NGO managing and/or creating and managing the ICT media platform, including licenses, etc. subject to the proviso in above;
- Production of audio-visual and similar material;
- Investment in IT equipment; and
- Dissemination activities, including training to organisations to build capacity to effectively participate in the media platform.

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### Eligible Investment supported:

- IT and Media production Equipment, up to 30% of budget
- Operational wages and salaries for a period of up to 3 years, up to 30% of budget
- Rental of office space and other operational expenses, for a period of up to three years, up to 10% of budget
- Sub-contracted services for the production of audio-visual material, up to 60% of budget
- Dissemination activities, up to 30% of budget
- Background technical, content and commercial studies, up to 15% of budget

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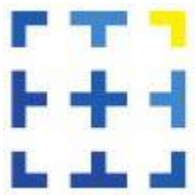
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Eligible Localities where the project can be undertaken:

Rural Localities within the Gozo Action Group Foundation territory		
Fontana	Għajnsielem	Għarb
Għasri	Kerċem	Munxar
Nadur	Qala	Rabat (Citta' Victoria)
Sannat	San Lawrenz	Xagħra
Xewkija	Żebbug	



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## Eligible Beneficiaries:

- Applications are accepted from entities regularly operating or providing a service within the geographic area covered by the GAGF.
- Applicants must consist of partnerships between operators in business - ideally covering IT, media, tourism, environment, agriculture, manufacturing/crafts, creativity sectors - and/or representative bodies thereof, and NGOs. Participation from Local Councils, educational institutions, and other representative bodies within the partnerships would also be desirable.

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## Eligible Beneficiaries:

- It is important to note that:
  - Private undertakings where eligible, are to be limited to SME's.
  - NGOs refer to entities being regularly registered with the Office of the Commissioner for Voluntary Organisations, in line with the Voluntary Organisations Act 2007.
  - Only Local Councils that have fully paid the GAGF membership fees are eligible for funding.
  - Any conflict of interest in the selection process is removed through the exclusion of applicants from board of selection, since all foreseen local councils in Gozo are members of the LAG.
  - The applicant is a member of the decision board/unit/committee (or is the legal representative) of the beneficiary/applicant organizing.

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## Indicators and Targets

Number of new ICT media platforms generated:	1
New jobs directly created by the action:	3
Number of media project enabled by the action:	2
Size of circulation/media hits/views/exposure:	2,500,000 persons
Number of businesses affected by the action:	150
Number of NGOs affected by the action:	75



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Important Points:

- Projects have to be completed within a limited timeframe. This period will be stipulated on the Grant Agreement:
- The competitive selection process will be undertaken by the Project Selection Committee (PSC).



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## Open Block Calls for Proposals

- For the purpose of this call, the GAGF will be adopting an Open Block Calls Procedure. This means that a batch of application received within a respective time block will be assessed separately from applications received in subsequent batches.
- The time block will be defined by the GAGF and published on the GAGF website: [www.leadergozo.eu](http://www.leadergozo.eu)

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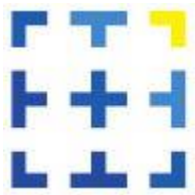


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## Open Block Calls for Proposals

**Measure GAG1 – “Gozo in 21<sup>st</sup> Century Media” – Develop an ICT media platform for the valorisation of Gozitan lifestyle concept – Second Call**

Launch	Deadline for Clarifications	Deadline for Block 1	Subject to Funds Availability	Deadline for Clarifications	Deadline for Block 2
03 <sup>rd</sup> June, 2019	12 <sup>th</sup> July, 2019	25 <sup>th</sup> July, 2019 at noon		13 <sup>th</sup> September, 2019	30 <sup>th</sup> September, 2019 at noon

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## Aid Intensity

- For the scope of this call, beneficiaries will receive 80% of the total eligible project costs as public funds with the other 20% coming as a private contribution;
- The Measure Budget (Total Public Expenditure) is €240,000
- The maximum grant support is capped at €200,000
- The minimum grant support is capped at €120,000



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## Implementation

- Actions financed under this Measure are to be implemented and payment documentation submitted within 36 months from the date of the signing of the contract between the LAG Chairperson and a legal representative of the beneficiary
- Interim payments are possible
- Final 20% issued by the Paying Agency only after the project is completed

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## Contact Details of the Gozo Action Group Foundation

- For further information, please contact us on:
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  - Website: [www.leadergozo.eu](http://www.leadergozo.eu)



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