



GAG2 – A Truly Holistic Gozitan Gastronomy - Maximise the contribution of Gozitan agriculture to the Gozitan culinary tradition, its evolution and future sustainability (Second Call)

GAG3 – Gozo Attractions and Innovative Events for all Seasons - Develop Gozo's all-season tourism product offering (Second Call)

24th of June 2022



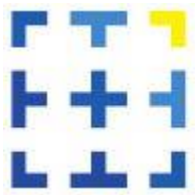
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European Agricultural Fund for Rural Development (EAFRD)
Co-financing rate: 75% EU Funds; 25% National Funds



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Agenda

- Introduction
- Measure 2
- Measure 3
- Other information
- Questions and Answers
- Servizzi Ewropej f' Malta

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Introduction

- M19.2 (LEADER) of the EAFRD for Gozo and Comino
 - Original Budget - €1,474,440
 - Committed - €1,474,044

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Introduction

- December 2021 – Expression of Interest for Additional Budget
 - Gozo Action Group Foundation - €768,345.14



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Introduction

- Distribution of Additional Budget

- GAG4 (Second Call) - Reserve List €304,967.20
- New Calls
 - GAG2 (Second Call) €100,000.00
 - GAG3 (Second Call) €363,377.94
- Total €768,345.14



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GAG2 – A Truly Holistic Gozitan Gastronomy

**Maximise the contribution of Gozitan agriculture to the Gozitan
culinary tradition, its evolution and future sustainability (Second Call)**

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General and Specific Objectives of the measure for Gozo

- **“Food Supply Chain Verticalisation”**: The action incentivises the creation of value chains between agricultural producers and food sellers/producers by valorising the quality of food produced utilising ingredients from Gozo, improving the cost competitiveness in production, and stimulating innovation at the primary and secondary levels of production.
- **“Agriculture and Environment”**: The action will valorise aspects of food quality and potential cost competitiveness by exploiting environmental dividends from sustainable agriculture production.



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General and Specific Objectives of the measure for Gozo

- **“Climate and Environment”**: The action will reap positive climate dividends from shortening and improving food supply logistics through the creation of value chains.
- **“Partnership Approach”**: The action is expected to involve collaboration between business, and potentially NGOs (mainly related to culinary arts/research, tourism, consumers’ interest, sustainable agriculture, etc), governance and research/knowledge functions, engaged in food production value chains operating under market recognition brands that will be created through the action itself, which will be self-regulated and audited.

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Type of Operations

- The action will provide resources to:
 - Incentivise the development and enhance the capacity of agriculture in Gozo towards supporting the Gozitan culinary tradition, including through the improvement of cost competitiveness and of logistical supply systems of agriculture;
 - Support food business operators in valorising the Gozitan culinary tradition and its future evolution and financial sustainability, with the ultimate aim of creating better value products improving the financial sustainability of agricultural and food producers in Gozo;
 - Reap the health benefits of a wide acceptance of Gozo-based culinary products, which exemplify the Mediterranean diet;
 - Develop the Gozitan culinary arts into tourist products channelled via catering establishments and direct product sales, including the possibility of on-farm sales;
 - Create self-sustaining activities leading to a greater appreciation and consumption of Gozitan agricultural and food products, providing a basis for the long term economic sustainability of agriculture and food production in Gozo.

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Type of Support

- Development of menus and similar activities towards the creation/preservation of knowledge to sustain and evolve Gozitan culinary tradition on the basis of local produce;
- Support to agricultural producers to develop new products, enhance quality of production towards sustaining and evolving the Gozitan culinary tradition;
- Support to improve the value chain from local production to local consumption through small-scale interventions on farms, catering establishments and retail outlets/venues, including efforts at cost reduction through improved transport and logistics infrastructures and facilitates, including farm and marketing physical connectivity,
- Development of a market recognition brand (not a certified scheme) to be used by participants within the project, including costs of compliance, self-regulation, and auditing;
- Demonstration and dissemination activities with regards marketing the partnership's product.

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Eligible Investment supported:

- Services to create knowledge, up to 25% of budget
- Physical interventions on farms and catering establishments leading to new product development and/or quality enhancement and/or to improved efficiencies via better transport and logistics arrangements within the context of serving a function within a holistic Gozo culinary offering, up to 60% of budget
- Development and administration of market recognition brand, up to 20% of budget
- Demonstration and dissemination activities, up to 20% of the budget

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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 €100,000 (80%)
- The maximum grant support is capped at €100,000 (80%)
- The minimum grant support is capped at €50,000 (80%)

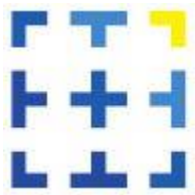


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Eligible Localities where the project can be undertaken:

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 include partnerships between operators in agriculture, agri-producers and/or catering, and/or representative bodies thereof. Participation from NGOs (mainly related to culinary arts/research, tourism, consumers' interest, sustainable agriculture, etc.), Local Council and educational/research institutions with a direct interest in Gozitan culinary traditions would also be desirable.
- Minimum of 3 partners



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Eligible Beneficiaries:

- It is important to note that:
 - Private undertakings where eligible, are to be limited to SME's. Large firms (as per Eurostat definition), are excluded.
 - NGOs refer to entities that are enrolled and fully compliant with the Voluntary Organisations Act and its subsidiary legislation 492.02 (Annual Returns and Annual Accounts) Regulations 2012.
 - Any one entity (whether main beneficiary and/or partner) can apply for one or more of the measures but cannot participate under different / competing applications (including applications already awarded) within the same measure.



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Indicators and Targets

Number of agricultural producers affected by the action:	4
Number of food production businesses affected by the action:	2
Number of culinary knowledge/research projects supported:	2
Number of jobs directly created by action:	3



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Selection criteria and Sub-criteria

	SELECTION CRITERIA	Maximum POINTS
1.	The extent to which the project incentivises the development and enhances the capacity of agriculture in Gozo towards supporting the Gozitan culinary tradition	10 points
2.	The extent to which the project supports food business operators in valorising the Gozitan culinary tradition and its future evolution and financial sustainability	10 points
3.	The degree of financial sustainability of the project:	
	i. during project implementation; and	10 points
	ii. after project implementation.	10 points
4.	The contribution of the project towards:	
	i. the preservation and evolution of Gozitan cuisine:	10 points
	ii. the creation of jobs in Gozo:	5 points
	iii. creation of new research/knowledge about culinary traditions of Gozo	5 points
	iv. creating opportunities for climate and environmental performance improvements in Gozo	10 points
	v. creating opportunities for innovative activities in Gozo	5 points
	vi. improve the positive health properties of food produced and consumed in Gozo	5 points
5.	Overall quality of the project proposal.	5 points
6.	Implementation readiness.	5 points
7.	Number of partners in proposed project (2 points per partner up to a maximum of 10 points)	10 points
TOTAL:		100 points



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GAG3 – Gozo Attractions and Innovative Events for all Seasons

Develop Gozo's all-season tourism product offering (Second Call)



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General and Specific Objectives of the measure for Gozo

- *'Climate and Environment'*: the physical investment undertaken through this action are expected to lead to environmental amelioration and better climate performance, ideally by also focusing on related tourism niches;
- *'Gozo Lifestyle'*: the events supporting investments are expected to preserve, valorise and evolve distinctive and unique features of Gozitan lifestyle;
- *'Cultural Heritage'*: the action is expected to create investment and events which preserve cultural heritage assets and valorising their economic competitiveness.



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Type of Operations

- The action will provide resources to:
 - Development of infrastructure, including green infrastructure, aimed at attracting tourists all year round but especially in the off-peak season (September to May) and for longer stays, ideally valorising the tourism attractiveness across localities within the territory, with a strong emphasis on sustainability;
 - Development of innovative events to attract international and domestic tourists all year round but especially in the off-peak season (September to May), ideally in synergy with the development of infrastructures, and which would lead to financially sustainable activities with the involvement of the business community;
 - Enhance the involvement of Gozo Local Councils and NGOs in the improvements of the Gozitan tourism all year round but especially in the off-peak tourism (September to May) product, mainly in valorising the natural and cultural environment as bases for the development of sustainable and sustained tourism activity.



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Type of Support

- Small-scale infrastructural interventions contributing to all seasons but especially off-peak season tourism activities in localities;
- The organisation of up to eight events during the programming period.



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Eligible Investment supported:

- Change from original Measure due to Covid-19
- Investment in infrastructures, up to 90% of budget
- Event organisation, a minimum of 10% of budget

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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 €363,377.94 (80%)
- The maximum grant support is capped at €180,000 (80%)
- The minimum grant support is capped at €95,000 (80%)



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Eligible Localities where the project can be undertaken:

Change from original Measure due to COVID-19

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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 include partnerships between
 - business operators with a direct interest in tourism and/or representatives' bodies thereof,
 - Local Councils and/or public governance entities with a direct interest in the Gozo region, and
 - NGOs.
- Minimum of 3 partners



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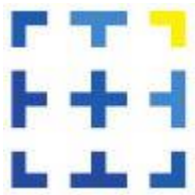
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Indicators and Targets

Number of Local Councils (municipalities) affected by physical interventions:	5
Number of business affected by improved infrastructures and events:	5
Number of NGOs affected by action:	5
Number of cultural/environmental heritage tourism amenities improved:	6

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Selection criteria and Sub-criteria

	SELECTION CRITERIA	Maximum POINTS
1.	Number of distinct infrastructural interventions supported by the project (5 points per intervention up to a maximum of 15 points)	15 points
2.	Number of distinct events supported by the project. (5 points per intervention up to a maximum of 10 points)	10 points
3.	The degree of financial sustainability of the project:	
	i. during project implementation; and	5 points
	ii. after project implementation.	10 points
4.	The quality of the project in terms of:	
	i. the potential for the infrastructure developed to attract tourists all year round	10 points
	ii. the potential for events to attract tourists in the off-peak seasons	10 points
	iii. the degree of synergy between infrastructures developed and events proposed	5 points
	iv. creating opportunities for climate and environmental performance improvements in Gozo	5 points
	v. creating opportunities for innovative activities in Gozo	5 points
	vi. the potential to create jobs in Gozo	5 points
5.	Overall quality of the project proposal.	5 points
6.	Implementation readiness.	5 points
7.	Number of partners in proposed project (2 points per partner up to a maximum of 10 points)	10 points
TOTAL:		100 points



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Other Information

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Timeframes:

- 27th of June 2022 – Opening of call
 - Guidelines and application will be made available online
- 21st of July 2022 at noon – Deadline of submission for clarifications
- 28th of July 2022 at noon – Application Submission by hand at the GAGF office
 - Late Applications will not be considered



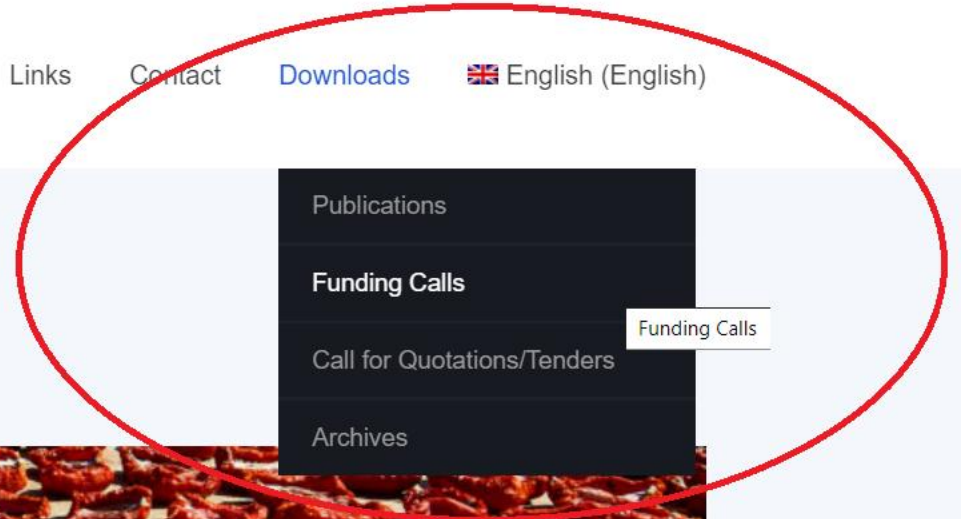
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This post is also available in: [Malti \(Maltese\)](#)



All Funding Calls News

Pre-call – Measure 4 – Rejuvenation Gozo

Seminar in relation to Measure 1 of the Local Development Strategy

Pre-call – Measure 1 – Gozo in 21st Century Media – Second Call

Measure 1 – Gozo in 21st Century is now available for download

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Important Points:

- Projects have to be completed within a limited timeframe - 31st December 2023.
- The competitive selection process will be undertaken by the Project Selection Committee (PSC).



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Ranking

- Total Budget - €363,377.94
- 3 applications

Reference	Beneficiary	Marks	Budget Allocated
0003	C	78	€120,000
0001	A	74	€130,000
0002	B	70	€105,000



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Ranking

- Total Budget - €363,377.94
- 3 applications

Reference	Beneficiary	Marks	Budget Allocated
0003	C	78	€180,000
0001	A	74	€180,000
Reserve List			
0002	B	70	€150,000



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Implementation

- Actions financed under this Measure are to be implemented and payment documentation submitted till the 31st December 2023.
- 50% Advance Payment.
- Interim payments.
- Final 20% issued by the Paying Agency only after the project is completed.



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Procurement

- Local Councils are to strictly adhere to the Procurement Guidelines issued by the Department for Local Government.
- Private Undertakings to follow MA PA EAFRD Circular 01/2021-
<https://eufunds.gov.mt/en/EU%20Funds%20Programmes/European%20Agricultural%20Fund/Documents/Circulars/2021/MA%20PA%20EAFRD%20Circular%2001-2021.pdf>.
- ARPA Guidelines -
<https://agriculture.gov.mt/en/arpa/Documents/guidelines/investmentMeasuresPaymentGuidelinesFinalEN-V3.0.pdf>



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Contact Details of the Gozo Action Group Foundation

- For further information, please contact us on:
 - Phone Number: 2155 0322
 - E-mail: info@leadergozo.eu
 - Website: www.leadergozo.eu



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Questions?



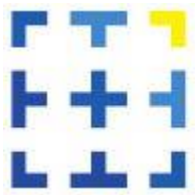
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