



Programme MED 2007–2013
co-financed by the European
Regional Development Fund

Newsletter of the project Philoxenia



Table of contents

➔ <i>Malta : advance-ments of the project Philoxenia in the target zone</i>	2
➔ <i>Ptuj (Slovenia) : great expansion of Philoxenia project activities</i>	4
➔ <i>Oristano (Italy) : thirteen applications to create enterprises</i>	6
➔ <i>Progress of the project in the fourth meeting of the partners</i>	8
➔ <i>Thessaloniki (Greece) : participation of Philoxenia project in the MED project exhibition</i>	11
➔ <i>First solid basis for a European association for welcoming</i>	12



A decisive turning point



The partners of Philoxenia project are now at a turning point in their effort. They must prove in practice that they are able to implement the welcoming policy of ninety non-agricultural activities in their five rural areas, until the end of the project period. They have already been through twenty-four months of preparation and actual implementation, they are already using all the supporting tools for their work and they started selecting the potential creators who are eager to settle in the countryside. So what's left ? First, a good individualised accompaniment of the selected creators and then the organisation of an international capitalisation seminar, the production of a DVD on the good practices of the project and the diffusion of its results around the Euro-

pean Union.

Philoxenia project participated in the third annual conference of the MED programme (pp. 10-11). Its partners met at Ptuj, Slovenia, for their fourth regular meeting (pp. 8-9).

The partners describe in detail (pp. 2-7) their progress in the framework of the project. In Cyprus, Larnaca District Development Agency (ANETEL) selected nineteen candidate-creators and requested a joint meeting with TIEE-KEPI and Loc.Em. in Greece (Sidirokastro) on the 10th and 11th of February 2011, in order to familiarise themselves with individualised tutoring.

In February 2011, Loc.Em. was invited by the French association Collectif Ville Campagne and took part in a collective project fo-

cus on the exchanges of implemented welcoming policies for populations in the European countryside (programme Leonardo). Moreover, TIEE-KEPI, ANETEL and the Local Councils' Association were invited by the Chamber of Commerce and Industry of Gers to participate in the collective project Grisi Plus (*Geomatics Regional Information Society Initiative Plus*) in the framework of Interreg IVC. This last project also promotes the welcoming policies of new populations in the countryside.

Finally, on the 8th of October 2010, the Managing Authority of programme MED signed the amendment to our contract, for the modified budget which has been approved for Philoxenia project. ■



Alkis Kalliantzidis
general coordinator
of the project Philoxenia

Malta :

Advancements of the project Philoxenia in the target zone

➔ *Towards the creation of eighteen new micro-enterprises*

The Local Councils' Association (LCA) is a partner in the MED programme funded project called Philoxenia. The project is composed of partners from Greece, Slovenia, Cyprus, Sardinia and Malta. The project aims to establish a minimum of eighteen new micro-enterprises in the rural localities in Malta and Gozo.

The project has a budget for each partner to provide assistance to the micro-enterprises. In the case of LCA, the budget amounts to 81 000 euros. These funds will be distributed between the micro-enterprises that will be set up after a public call for expression of interest. Each approved project may be assisted by a maximum grant of 4 500 euros, subject to the con-

ditions set out by the project.

In this project, the LCA will be working to create new enterprises and new employment which is also a national objective. Hence through these projects, the LCA is reinforcing the national policy of creating more employment for Maltese nationals.

The LCA has issued three public calls, during the months of March, April and September 2010, in daily national newspapers, the LCA website and the *Times of Malta* online newspaper. The adverts resulted in the submission of thirty expressions of interest to apply for the financial grant. To date the LCA has approved three applicants. They are :

1. Mario Muscat, who applied to set up an inter-

pretation centre in Dingli. The centre will complement the heritage trail proposed by the local council and will act as the mother institute for such a trail by offering various direct and indirect facilities, including observation and protection of species and promotion of education to protect them, as they are part of the environment. Mr. Muscat is qualified in food preparation and is a self-motivated and experienced person.

2. Sharon Zammit, who applied for assistance to set up a professional office in Gozo to offer accounting services in the region. She is a qualified accountant.

3. Mary Portelli, who applied to set up a micro-enterprise to produce creative mosaic products



to be used for home decoration and as souvenirs. These mosaic works would be produced using mixed media which would include

various recycled materials such as glass, porcelain and other found objects including limestone cut-offs.

Three other projects were approved in January 2011 and the other applications are being evaluated.

**➔ 3 December 2010 – Malta :
The Philoxenia project was awarded in the National Enterprise Support Awards 2010**

The Local Councils' Association (LCA) won the second prize at the National Enterprise Support Awards 2010 for the public entities and non governmental organisation (NGO) section. The LCA entered the competition through the Philoxenia project.

The ceremony was held at the Westin Dragonara Hotel on Friday 3rd December

2010 and awards were presented to the winners by the Dr. Jason Azzopardi, parliamentary for small and medium enterprises and lands.

The LCA president, Michael Cohen, expressed his satisfaction for the award and remarked that the association will continue to work on European Union funded projects because this has been a wonderful

experience to exchange knowledge and co-operation.

The executive secretary of the LCA, Jimmy Magro, thanked all the stakeholders who have supported the project and most of all thanked the thirty applicants that have expressed their confidence in the Philoxenia project.



Jimmy Magro
executive director
of the Local Councils'
Association of Malta



**On the left :
Certificate
from the National
Enterprise
Support Awards
2010**

**On the right :
Second prize
trophy**



Slovenia : Ptuj area

Great expansion of Philoxenia project activities in Slovenia

➔ The 16 municipalities of the Ptuj administrative unit : *Cirkulane, Destrnik, Dornava, Gorisnica, Hajdina, Juršinci, Kidričevo, Majšperk, Markovci, Podlehnik, Ptuj, Sveti Andraz, Trnovska vas, Videm, Zavrč and Zetale*

The project Philoxenia which e-Zavod is implementing together with partners from Malta, Cyprus, Italy and Greece, allocates aid in the form of selected business services, which enable enterprises to improve competitiveness in the market, thereby improving the probability of survival, while encouraging immigration and employment at the administrative unit of Ptuj. A public call was published on April 23th 2010 on the website of e-Zavod, in the daily regional newspaper *Večer*, by various local media and several Slovenian web portals. Under three given deadlines (31/05/2010, 30/06/2010, 31/07/2010), the aid was granted to 15 people : 9 women and 6 men. Call gave priority to innovative business ideas, ideas with high economic and employment potential. Support was given to new entrepreneurs upon the general administrative cri-



On the left :
Philoxenia project partners during their meeting in Ptuj



On the right :
Presentation of the Philoxenia beneficiary Sašo Gajšt



Presentation of the Philoxenia beneficiaries :
Marina Murko (on the left) and Simona Vajda (on the right)



teria of the call and the following criteria :

- innovativeness of business idea,
- market potential,
- feasibility of business idea,
- availability of funds,
- qualifications of the applicant,
- contribution to employment in the area.

Newly established business entities under Philoxenia project call are entitled to select among various support services, highly appropriate for

start-ups and new business ventures.

Most beneficiaries have recently opened their business entity and are starting out on their own entrepreneurial way with the help of support services, such as business plans development, market plans, administrative support by business registration procedures, internet pages, establishment stamps, business cards and promotional leaflets in value, to the value of 4 500 euros.

The fourth meeting of the partners, organised by e-Zavod on 27th and 28th September 2010 at the charming location of mansion Jeruzalem near Ptuj, led to a press conference to present the project to various local media representatives.

Philoxenia partnership explained to the media that the project aims for visible results in the form of increased migration and economic growth in target areas.



Darko Ferčej
director
of e-Zavod

Business entities established with support of project Philoxenia in Ptuj area

- **Gorad Gomboc** : sale of used vehicles confiscated on leasing.
- **Polonca Černensek** : nursing care and home help.
- **Bojan Černensek** : non-urgent transportation of hospitalised persons in the area Haloze – Majšperk.
- **Maja Haladea** : sale of new Tata, used cars, motorcycles, tires and rims.
- **Simona Vajda** : leather and fabric tailor-made clothes.
- **Vesna Cerncec** : accounting services and tax advice.
- **Andreja Golob** : providing language solutions : translation, proofreading, tutoring, computer design.
- **Sergeja Puppis Freebairn** : logistics support and management, translation (judicial interpreter).
- **Jernej Brenholc** : dance teaching, events management.
- **Marina Veselic** : unique art's creations and rendering.
- **Sašo Gajšt** : picture framing, stained glass, unique glass engraving.
- **Bozidar Horvat** : immobility agency, legal services, financial and tax advice.
- **Marina Murko** : private childcare (kindergarten).
- **Sonja Prevolvek** : marketing of wellness products and supplements to healthy diet.

Italy : Province of Oristano, Sardinia

Thirteen applications to create enterprises in Oristano



**Eleonora d'Arborea Square
in Oristano**

At the end of the second call for proposals on the 14th July 2010, we didn't receive any applications from potential entrepreneurs. For this reason, we decided to review some of the requirements for the participation in the call (considered too restrictive for potential entrepreneurs), such as the legal status, sectors previously too restrictive, unemployment status, compulsory residence of the potential entrepreneur in a municipality concerned by the project, too restrictive evaluation criteria, long evaluation procedures.

On the 30th June 2010, we changed the following requirements : free choice regarding to the legal form of business, more flexibility in the activities sectors by simplifying the economic categories, to eliminate the requirement of unemployment in order to allow a greater number of participants to apply, to establish evaluation criteria connected to the business idea rather than the socio-economic one.

According to the second review, the promotion for the call was local :

- by publishing article in a free newspaper distributed throughout the province,
- by distributing documentation to different organisations in the province of Oristano (trade association, cooperative federation, industrial association, local employment service, etc.).

After the new call for proposals and the different changes, thirteen potential entrepreneurs presented an application to create new businesses.



Antonio Ladu
président
du Patto Territoriale
Oristano de Sardegna

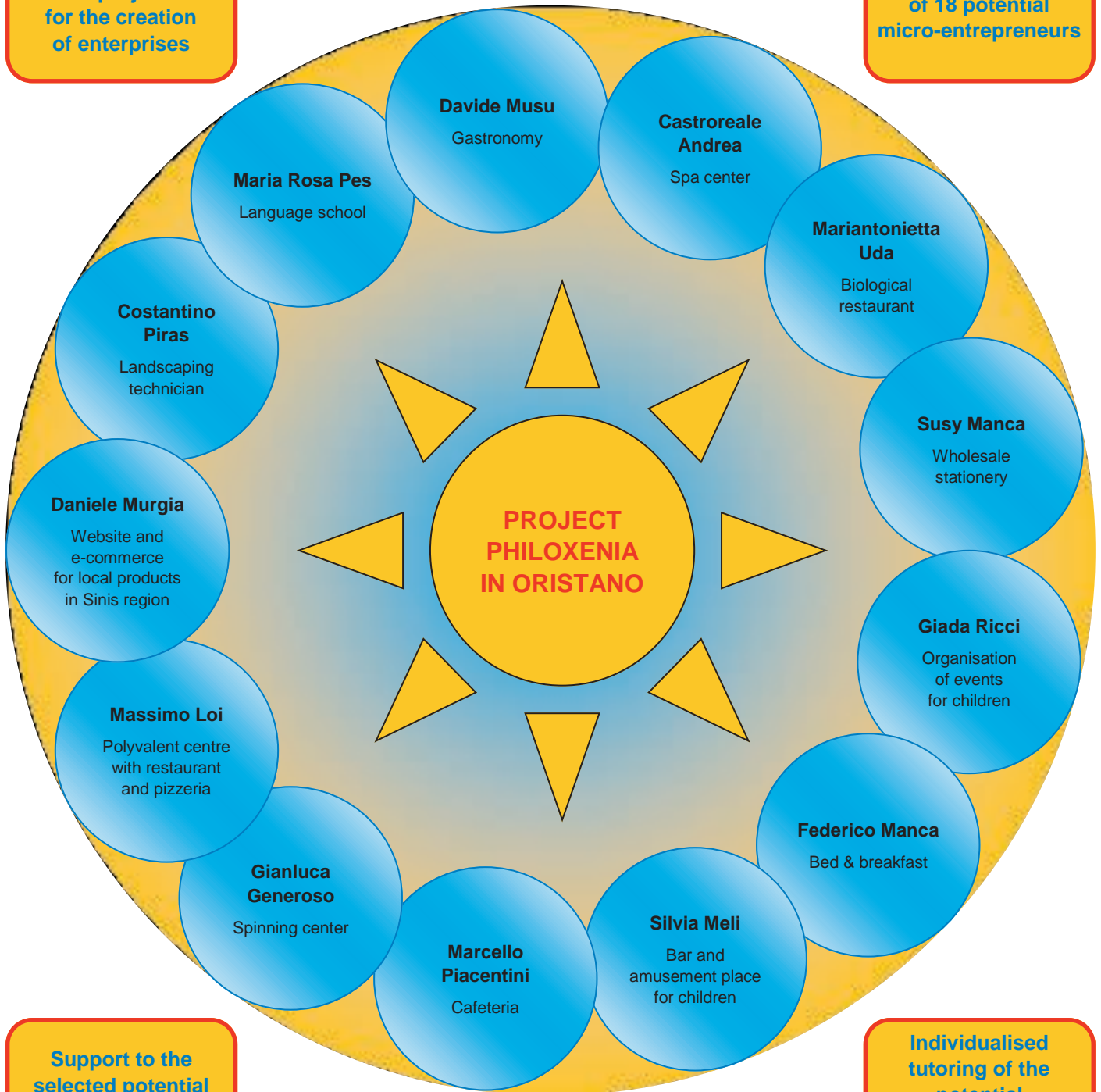
When we published the

• by sending e-mails to different business development offices in the

Potential entrepreneurs selected in the province of Oristano

Launching of calls
for projects
for the creation
of enterprises

Financing
of 18 potential
micro-entrepreneurs



Support to the
selected potential
entrepreneurs at
socio-cultural level

Individualised
tutoring of the
potential
entrepreneurs
at professional level

27 – 28 September 2010 – Jeruzalem – Ptuj – Slovenia

Progress of the project in the fourth meeting of the partners

➔ Visit the section :
Echoes to the media,
on Philoxenia project
website at the address :
www.philoxeniamed.eu

On September 27th and 28th 2010, the partners of Philoxenia from Greece, Cyprus, Italy and Malta, travelled to Jeruzalem, Ptuj, in Slovenia.

On the first day of the meeting, coordinated by Darko Ferčej, the lead partner, Christos Arabatzis, due to his absence, sent to the partners a critical approach for the implementation of the project so far to the partners. Dialogue followed the presentation of the third biannual reports of the rest of the partners. In the afternoon the partners were guided to the museum and visited the historic centre of Ptuj.

On the second day, also coordinated by Darko Ferčej, the partners signed the minutes of the Malta meeting, held on 22 and 23 March 2010, and decided to set the date for their next meeting in Cyprus, in the second half of March 2011. The partners discussed the problems that TIEE-KEPI is facing regarding the first level control in Greece, had a briefing by Curzio Cervelli, the general coordinator of the MED programme, and agreed to make a decision in the future, if the problem is not solved.

The first Slovenian potential creators, wishing to participate in the Philoxenia project, were invited and took part in the meeting, by presenting exhibits. Amongst them, Simona Vajda, dressmaker, Marina Murko, who runs a day nursery at home and Sašo Gajšt, glass craftsman.

The partners gave a joint press conference to the local press, with significant coverage by newspapers and television channels of this region.

Finally, the guest partners had the chance to visit the Maribor skiing resort.



Orestis Kalliantzidis
communications manager
of Loc.Em.

Representatives of the partners in Ptuj

- **Local Employability (Loc.Em.) :**
Apostolos Kalliantzidis, president. Nikos Giannopoulos, film director.
- ➔ **Patto Territoriale Oristano (Sil Oristano) :**
Marco Massa, welcoming policy manager.
Bernadette Serra, community programmes officer.
- **Larnaca district development Agency (ANETEL) :**
Eleftherios Loizou, local coordinator. Antonis Nikolaou, welcoming policy manager.
- ➔ **E-Zavod :**
Darko Ferčej, director. Matjaž Fras, welcoming policy manager.
Tanja Ostrnam Renault, interpreter.
- **Local Councils' Association of Malta (LCA) :**
Jimmy Magro, executive director. Maureen Azzopardi, community programmes officer.



Session of the steering committee of the project :
Antonis Nikolaou and Eleftherios Loizou (ANETEL),
Alkis Kalliantzidis (Em.Loc.), Darko Ferčej and Tanja Ostrnam Renault (e-Zavod), Jimmy Magro and Maureen Azzopardi (LCA),
Marco Massa and Bernadette Serra (Sil Oristano)



Journalists and photographers during the partners' press conference, with the potential creators on the right



Three potential creators of micro-businesses from Ptuj region : Sašo Gajšt, Simona Vajda and Marina Murko



Partners' lunch in Ptuj



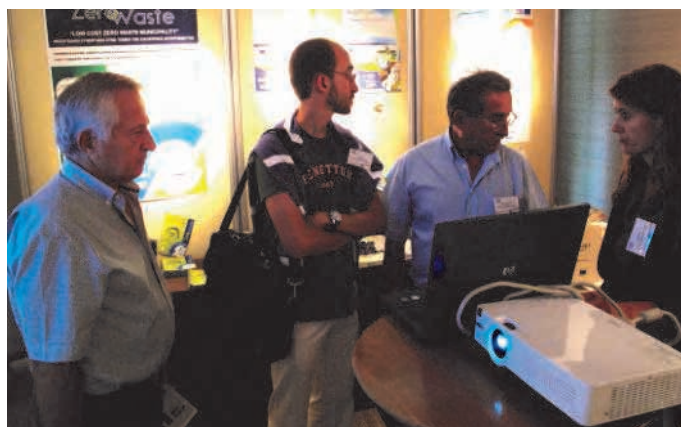
Head table of the annual conference.
On the right, Curzio Cervelli, general coordinator
of the programme MED



Plenary session
of the MED programme annual conference



MED project exhibition, with Michalis Zanos,
Evdokia Balamou, director and scientific manager
respectively of Larnaca Development Agency,
and Orestis Kalliantzidis, communications manager
of Loc.Em.



Christos Arabatzis, vice-president of TIEE-KEPI,
Orestis and Alkis Kalliantzidis, president of Loc.Em.,
and Sonia Levavasseur, communication officer
of the Joint Technical Secretariat MED



Orestis and Alkis Kalliantzidis
and Christos Arabatzis
during the annual conference



Seminar for first level controllers :
at the head table, Maria Dimitriadou, responsible
for the MED programme in Greece, Patrizia Busolini
and Maitena Iglesias Díaz, financial monitoring officers
of the Joint Technical Secretariat MED

22 – 24 September 2010 – Thessaloniki – Greece

Participation of Philoxenia project in the MED project exhibition

On September 22nd and 23rd 2010, Philoxenia project took part in the third annual conference of the MED programme, which was held in Thessaloniki by the Managing Authority and the local Info Point of the said programme.

From the Greek side, Christos Arabatzis (TIEE-KEPI), Alkis Kalliantzidis, Stéphane Clochey and Orestis Kalliantzidis (Local Employability - Loc.Em.) were present at this event, while from the Cypriot side, Michalis Zanos and Evdokia Balamou (Larnaca Development Agency) took part.

The first part of the event brought some reflections on the future of cooperation in the MED and South-East Europe programmes

spaces towards 2020.

In the framework of the day dedicated to the MED programme, the event gave a state of the art presentation of the programme implementation and coming steps, as well as on the projects strategic initiative.

Through the presentation of selected ongoing projects and a project exhibition with the best practices in the fields of innovation, territorial development, environment and accessibility, the conference showed the first results of the projects.

Philoxenia project was selected for a second time by the Joint Technical Secretariat, to take part in the project exhibition. Thus, the Greek partners

TIEE-KEPI and Local Employability (Loc.Em.) had the chance to present, in a specific space, all the relevant communications material, as well as the realized activities of the project, for all participants to see.

Philoxenia was also included in the special trailer for the fifty approved projects of the first call, presented by the Managing Authority on a monitor during the two whole days of the event.

Finally, on the 24th of September 2010, the general coordinator of the project participated in the seminar for the first level controllers of the MED projects, organised in Thessaloniki by the same authorities.

➔ Website of
Philoxenia project :
www.philoxeniamed.eu
Section : Meetings



Stéphane Clochey
studies manager
of Loc.Em.

First solid basis for a European association for welcoming

➔ Collectif
Ville Campagne
collectifvc@wanadoo.fr
www.installation-campagne.fr



Christos Arabatzis
vice-president
of TIEE-KEPI,
head of administration
for the project Philoxenia

As we mentioned in the second issue of the Philoxenia newsletter, a meeting had taken place on October 2nd 2009 in Brussels, with the aim to create a European association which would make the welcoming policy of urban populations to rural areas a matter of priority in EU policies. Philoxenia project had participated in this preparatory meeting and had been represented by its general coordinator, Alkis Kalliantzidis.

To make this prospect more concrete, the associa-

tion Collectif Ville Campagne, as an expert on welcoming policy, invited Local Employability (Loc. Em.) to participate in a common project, entitled *PAACT*, which will apply for the Community programme Leonardo da Vinci. This first project will allow its partners to hold exchange meetings on welcoming policies, delving deeper into their agenda for the years to follow, in the framework of the European association.

European association. ■

Thus, this project will

The present newsletter was elaborated and published in the framework of the project Philoxenia, thanks to the financial aid of the European Regional Development Fund, through the programme MED. The views expressed reflect the opinions of the partners of the project Philoxenia and in no way represent the official viewpoint of the European Commission.

Philoxenia Newsletter – 4th Issue – March 2011

- **Publisher :** TIEE-KEPI – Christos Arabatzis, vice-president – Kinotiko Katastima Livadias – 62055 Kerkini – Greece – ☎ +30.6936127311 – ☎ +30.2327028101 – @ tpa-kepi@otenet.gr – 🌐 www.tpa-kepi.eu.
- **Editor :** Local Employability (Loc.Em.) – Apostolos Kalliantzidis, president – 17, Aggelaki street – 54621 Thessaloniki – Greece – ☎ +30.2310228833 – ☎ +30.2310260350 – @ emloc@otenet.gr – 🌐 www.emloc.eu.
- **Editorial team :** Maria Tsakiri, journalist, editor-in-chief – Stéphane Clochey, design coordinator. Orestis Kalliantzidis – Sarah Everett – Maria Kalpidou.