



MedStrategy Project - Integrated Strategy for Sustainable Development
of Mediterranean Rural Areas

Project reference no.: 2G-MED09-282

C4 – PARTICIPATION COMPONENT

STRATEGIC COMMON VISION

Phase 1 - Establishment of community participation process
Phase 3 – Construction of a Transnational Strategic Common Vision (TSCV)

**“Report on local EASWs and Minutes of
Forum meetings and workshops”
Archanon-Asterousion Municipality**



Archanon Asterousion

Municipality



September 2012



1. Participation Process - Introduction

Objectives and results

The realization of an effective Participation Process for defining and implementing sustainable development strategies, able to activate the local community involvement, is a complex challenge requiring, from the beginning, a particular attention to the peculiarities of the local context. This means that the knowledge of the local context is fundamental both to understand which are the most suitable actors to be involved and also to discuss, during the process, the most interesting topics for the local community.

In spite of that some general guidelines can be given.

Firstly it can be said that main objectives of the participation process must be:

- Involving stakeholders in the territory;
- Identifying possible criteria and ideas for the territorial development in order to define possible projects;
- Providing support and advice to local authorities.

Moreover, if the process is applied in a correct way, it should:

- provide a space for discussion and for an open and multi-sectorial dialogue;
- facilitate the contribution of the local community for finding common and jointly responsible solutions;
- encourage an integrated and inter-sectorial approach to problems;
- experimenting an institutional participatory decisional model for the local development.

In reaching the above mentioned objectives, the participation process can meet some difficulties, such as:

- Difficulty in giving a sense of responsibility, in taking commitments and in implementing them to the Forum participants;
- Long time in planning and realizing the process;
- Poor integration of sectorial policies and problems in establishing a strategic vision;
- Lack of short-term results.

2. Participation Process at the Territory of Archanon-Asterousion Municipality

The aim of this phase of the project was to activate a Participation Process (Forums) in each territorial area involved in the project. The Forum at Archanon-Asterousion Municipality involved the local community in a planning process, centered at a particular sector, Sustainable Rural Development.

The meetings were divided into Plenums and Thematic Focus Groups and managed according to consolidated facilitation techniques. Stakeholders from the local community invited to participate.

Topics discussed and agreed in the Forums were oriented towards strategic lines and policies, which will have to be shared by all the territorial institutional actors.

The forums that were organized at the Archanon-Asterousion Municipality were held from December 2011 to June 2012:

- **1st Forum: Pyrgos, 19th November 2011**
- **2nd Forum: Peza, 6th April 2012**
- **3rd Forum: Peza, 6th April 2012**
- **4th Forum: Peza, 25th June 2012**
- **5th Forum: Peza, 25th June 2012**
- **6th Forum: Peza, 26th June 2012**

The invitation letters to the Forum meeting attendees were sent by e- mail to a specific mailing list and by post to those that had not e- mail addresses, including public and private institutions, experts and citizens from the Municipality.

The local stakeholders involved in the participation process, were engaged to build a shared vision of the local development aimed at starting up a new model of governance for the Sustainable Rural Development of the territory.

During the participation process the administration staff of Archanon-Asterousion Municipality, supported by CRES (Centre for Renewable Energy Sources and Saving) as their national partner in the project, prepared all the necessary documents and work material that was distributed to the participants.

In the sections that follow, the process that was followed during the forum meetings is described, as well as the issues discussed and key points raised.

Review and Minutes of Forum meetings

1st Forum Meeting

Date	19 th November 2011
Meeting Place	Town Hall, Pyrgos
Aim	Start-up of participation process
Work mode	Plenary Session
Results	Establishment of Forum and approval of participation process rules

The first forum meeting was held at Pyrgos, the historical base of Archanon-Asterousion Municipality and attended by the Mayor of Archanon-Asterousion Municipality, Roussos KIPRIOTAKIS, who briefly presented the current situation in the agriculture sector and emphasized the need of building a common policy aimed at strengthening a new model of governance, especially in the field of agriculture.

The representative of the Agriculture Union of Archanes stressed the need of such procedures taking place and welcomed the innovation of Medstrategy Project.

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Gialitaki Aikaterini, project manager of the Medstrategy Project, described the philosophy, the aims and activities in the frame of Medstrategy Project.

MayrokostaChryssa, technical coordinator of the Medstrategy Project, described the activities that are taking place and the forthcoming outcomes of this project.

AntonakakisAntonios, administrative of the Medstrategy Project, coordinated the procedure and handled the administrative issues.



Σχεδιασμός για
βιώσιμη αγροτική ανάπτυξη
στο Δήμο Αρχανών-Αστερουσίων

19 Νοεμβρίου 2011,

1^η συνάντηση

Πύργος, στις 9:00 π.μ.

Διαδικασία συμμετοχικού προγραμματισμού

Ευρωπαϊκό Έργο MedStrategy:
"Ολοκληρωμένη Στρατηγική για την Αειφόρο Ανάπτυξη των Αγροτικών
Περιοχών της Μεσογείου"



2nd Forum Meeting (1st EASW meeting)

Date	6 th April 2012
Meeting Place	Town Hall, Peza
Aim	Each role group defines its own negative and positive vision in relation to each specific thematic area
Work mode	Plenary Session and Group Sessions (Role Group)
Results	To build a shared Common Vision (general objectives)

The second forum meeting was held in the Town Hall at Peza of Archanon-Asterousion Municipality.

At this meeting the working methods were two, firstly the plenary session took place and secondly the group sessions.

During the plenary session the activities that had to be carried out were presented by the facilitators.



Plenary session

After the plenary session, the working groups were divided according to the 4 Role Groups in order to work in parallel sessions:

1. "Citizens" –(of Archanon-Asterousion Municipality)
2. "Private Sector Representatives"–(entrepreneurs who work at the agriculture sector)
3. "Policymakers"–(public sector / local administration representatives)
4. "Experts" – (in the agricultural field, innovation and renewable sources of energy)

Each group, supported by the facilitators, defined its own positive and negative vision concerning the main problems of the agricultural sector at Archanon-Asterousion Municipality in relation with the four thematic areas proposed by the “Guidelines for the organization of the participation process”.

- **Thematic area A: Innovation processes for local development**
- **Thematic area B: Territorial cooperation and cohesion**
- **Thematic area C: Integration of economic sectors**
- **Thematic area D: Competitiveness and territorial marketing**



ΕΛΛΗΝΙΚΗ ΔΗΜΟΚΡΑΤΙΑ
ΝΟΜΟΣ ΗΡΑΚΛΕΙΟΥ
ΔΗΜΟΣ ΑΡΧΑΝΩΝ-ΑΣΤΕΡΟΥΣΙΩΝ
Γραφείο Προγραμματισμού και
Αγροτικής Ανάπτυξης
Πληροφορίες: Γιαλιτάκη Κατερίνα
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ΠΕΖΑ, 29-03-2012
Αρ. Πρωτ. 10720

Προς: ΠΙΝΑΚΑ ΑΠΟΔΕΚΤΩΝ

Θέμα: Πρόσκληση σε Συνάντηση Συμμετοχικού Προγραμματισμού για τη Βιώσιμη Αγροτική Ανάπτυξη στο Δήμο Αρχανών Αστερουσίων.

Ο Δήμος Αρχανών – Αστερουσίων, στο πλαίσιο του προγράμματος «MedStrategy: Integrated Strategy for Sustainable Development of Mediterranean Rural Areas» στο οποίο είναι εταίρος σας **ΚΑΛΕΙ** στη διαδικασία Συμμετοχικού Προγραμματισμού για τη Βιώσιμη Αγροτική Ανάπτυξη στο Δήμο Αρχανών Αστερουσίων, την Παρασκευή **6 Απριλίου 2012** στις 9:00 π.μ.

Ο σχεδιασμός για την αγροτική ανάπτυξη στο χώρο της Μεσογείου έχει ως βάση τα πολλά κοινά χαρακτηριστικά των χωρών τόσο σε επίπεδο δυνατοτήτων, όσο και σε επίπεδο προβλημάτων. Σε αυτή τη κατεύθυνση και στο πλαίσιο του προγράμματος αναλύονται δεδομένα συγκεκριμένων Μεσογειακών αγροτικών περιοχών προκειμένου να αποτελέσουν εργαλεία ενός κοινού αναπτυξιακού σχεδιασμού.

Η συγκεκριμένη διαδικασία **έχει απόλυτη ανάγκη τη δική σας συμμετοχή** στην ανάπτυξη συγκεκριμένων προτάσεων μέσα από μια διαδικασία προβληματισμού, αξιολόγησης της υπάρχουσας κατάστασης και σχεδιασμού ενός «οράματος» του αγροτικού τομέα σε συνεργασία με Εμπειρογνώμονες, Πολίτες και Επιχειρήσεις που δραστηριοποιούνται στον συγκεκριμένο τομέα.

Για το Δήμο Αρχανών – Αστερουσίων
Ο ΔΗΜΑΡΧΟΣ

Ρούσσος Κυπριωτάκης



– **Thematic area A: Innovation processes for local development**

Innovation in the economic development of a territory has been for a long time object of empirical and theoretical analysis which recognized its central role in detecting policies and actions. In this context the discussion should be focused on the interaction between research and local productive systems, on the ability of the small and medium-sized enterprises to introduce innovation in their production, on the need to innovate services in the tertiary sector, on the transfer of knowledge for human capital, etc.

The theme looks therefore to innovation in its general meaning - therefore technological, economic, organizational, market innovation - as well as to the ability of the public system to innovate its own organizational structure for improving local development.

The objective of the group work will be to outline scenarios and to determine actions "using" innovation, introducing innovative approaches or determining new management models for the existing tools with the purpose to assure a new territorial governance through innovative processes.

– **Thematic area B: Territorial cooperation and cohesion**

Territorial cooperation is the search and promotion of joined solutions to common problems among public administrations, among private organisations, among public and private sectors, in the fields of urban development, rural development, creation of economic relationships and networks of SMEs, etc. Cooperation is moreover addressed toward research and technological development, the information society, the environment, the prevention of risks, the integrated management of resources.

The theme is besides connected to 'cohesion', as defined by the European Union, as promotion of a balanced, harmonious and sustainable development of the local community, with the purpose to reduce its disparities.

This theme will stimulate therefore in the group reflections and proposals on the possibilities to activate collaborations, partnership, projects that jointly involve the public sector, the private sector or both, so that to promote together its development.

– **Thematic area C: Integration of economic sectors**

This theme concerns actions for a greater and more careful involvement of enterprises / bodies / organizations belonging to different sectors from that of reference. Within the working group, deepening the existing interconnections with sectors "connected" to that of reference (i.e. involved in direct or indirect way by the action that you want to undertake in the chosen sector) can be useful above all with the purpose to promote, to structure and to propose, inter-sectorial collaborations, integrated development models and effective actions taking into consideration the existing interconnections among the different economic sectors of the territory.

– **Thematic area D: Competitiveness and territorial marketing**

Competitiveness, within the objectives of macroeconomic development, is generally defined as the ability to improve the productivity of a territory, the ability to produce goods and services which meet the international market demand, guaranteeing better life conditions, higher employment rates and increased wealth. The Reports on economic and social cohesion of the European Committee (from 2004 to 2010) define territorial competitiveness as "the ability to anticipate and to promote changes". It is therefore interpreted as the level of territorial dynamism and its ability to react at the right moment to the new global challenges (in international contexts that always ask for new abilities and strategies of growth). Territories have therefore asked to strengthen their competitiveness and 'appeal', taking however into consideration the existing economic, social and territorial disparities.

This theme, even if already discussed in participated planning or in promotional plans of many territories in the past, has always new food for thought both with reference to strategies for territorial competitiveness and with reference to the correct analysis of the territorial needs, the study of the strength / weakness points of the local systems, the ability to correctly organize the "production factors", the perception that non-residents have of a territory, the need to create a unique image, etc.

The thematic group will work on the close examination of these themes and on the elaboration of actions that mostly makes territory competitive in the selected sector.



Citizens



Experts



Policy makers



Private Sector Representatives

After the discussions of the role groups, their positive and negative visions were summarised. The key points that were addressed, in relation to the four thematic areas discussed, are summarised on the following pages.

Results of “Role Groups”

Public Sector

Positive Vision of the Group *Public Sector*

Thematic area A: Innovation processes for local development	<ul style="list-style-type: none"> - Develop- designdevelopment policies-vision - Detection, identificationof critical mass -Implementation of actions -Stimulation/incentives for the localpopulation -Identification ofnew capabilities andinformation onnewtechnologies
Thematic area B: Territorial cooperation and cohesion	<ul style="list-style-type: none"> -Development of actions withintermunicipal, interregional, transnational dimension - At locallevel,organizing anddeveloping partnershipsbetween population groups / bodies
Thematic area C: Integration of economic sectors	<ul style="list-style-type: none"> - Coordination anddevelopment of jointactions at locallevel withall stakeholders-institutions. -Coordinatethe development of networksand commontargets
Thematic area D: Competitiveness and territorial marketing	<ul style="list-style-type: none"> - To promote andenhancethelocalityof its products

Negative Vision of the Group *Public Sector*

Thematic area A: Innovation processes for local development	<ul style="list-style-type: none"> -Lack of coordinationbetween differentlevels of governance and public authorities -Lack ofresourcesanda frameworkfor better coordinationof local development
Thematic area B: Territorial cooperation and cohesion	<ul style="list-style-type: none"> -Lack ofmentality for joint development planning
Thematic area C: Integration of economic sectors	<ul style="list-style-type: none"> - Nocode of cooperation between different economicsectors
Thematic area D: Competitiveness and territorial marketing	<ul style="list-style-type: none"> - Lack ofoverall integrated development policy-competitive-type takinginto accountthespatialplanning

Private Sector

Positive Vision of the Group *Private Sector*

Thematic area A: Innovation processes for local development	<ul style="list-style-type: none"> - Cluster Availability - Vision and risk to create collectives (idea of cooperatives) - Promote local tradition through the local production - Collaboration of all cooperatives with common shop
Thematic area B: Territorial cooperation and cohesion	<ul style="list-style-type: none"> - Convergence Initiative of the producers directly from consumers - Cooperation with other bodies such as Commonwealth/ Development
Thematic area C: Integration of economic sectors	<ul style="list-style-type: none"> - Collaboration of local administration with other Local Government Bodies (Regional Authority, Centers for Lifelong Learning, etc.) - Partnership with other organizations and educational institutions - Cooperation with producers
Thematic area D: Competitiveness and territorial marketing	<ul style="list-style-type: none"> - Organization and participation in exhibitions - Existence of important cultural activities - Encourage participants to get involved in new activities which up to date may have been considered 'taboo' (e.g. coffee)

Negative Vision of the Group *Private Sector*

Thematic area A: Innovation processes for local development	<ul style="list-style-type: none"> - Lack of training, education - Lack of promotion-integration (e.g. common website) - Lack of communication between players-producers
Thematic area B: Territorial cooperation and cohesion	<ul style="list-style-type: none"> - Lack of flexible communication tools because of bureaucracy
Thematic area C: Integration of economic sectors	<ul style="list-style-type: none"> - Lack of willingness to take risks - Existence of good practices that do not evolve - Inconsistency of cooperation (e.g. with suppliers-producers)
Thematic area D: Competitiveness and territorial marketing	<ul style="list-style-type: none"> - High cost of advertising (Media-Exhibitions)

Citizens

Positive Vision of the Group *Citizens*

Thematic area A: Innovation processes for local development	- Where collectives– groups exist, it is noticed that they operate for the common interest
Thematic area B: Territorial cooperation and cohesion	- Interest and care for the local products
Thematic area C: Integration of economic sectors	- Coordination of actions by subgroups
Thematic area D: Competitiveness and territorial marketing	- Willingness to work hard

Negative Vision of the Group *Citizens*

Thematic area A: Innovation processes for local development	- There is no trust in partnerships - No export channels
Thematic area B: Territorial cooperation and cohesion	- Land Fragmentation - Complaints to the Municipality for their rate of contribution
Thematic area C: Integration of economic sectors	- There is no confidence in the quality/ perfection of the finished product - Subsidies spoiled mentality
Thematic area D: Competitiveness and territorial marketing	- Lack of appropriate experts. Transfer of responsibilities -To find the 'product'. It doesn't happen the same to all areas - Every prefecture to be self-sufficient - Farmers to be able to get cheap supplies

Experts and Technicians

(1st part – focus on winemaking)

Positive Vision of the Group *Experts and Technicians*

Thematic area A: Innovation processes for local development	- There are new producers that monitor developments / and can use the new tools
Thematic area B: Territorial cooperation and cohesion	- There are already local partnerships/ association of agricultural cooperatives/ network of winemakers
Thematic area C: Integration of economic sectors	- A framework already exists for cooperation between private producers and individual packagers
Thematic area D: Competitiveness and territorial marketing	- Recognisability of local products - Improvement in the last year of quality control

Negative Vision of the Group *Experts and Technicians*

Thematic area A: Innovation processes for local development	- Aging population / less inclined to follow the technological developments / new tools - Cost to producers for new technologies - Fragmented link between research organizations with the production
Thematic area B: Territorial cooperation and cohesion	- Lack of coordination in production by the municipality on a larger geographical scale
Thematic area C: Integration of economic sectors	- The working relationship packers/producers is limited in extent - there is a lack of collegiality
Thematic area D: Competitiveness and territorial marketing	- There is no organized scheme to promote local products - Fragmented availability/ lack of collegiality - Inadequate recognition of market demands

Experts and Technicians

(2nd part – focus on creating sustainable rural communities)

Positive Vision of the Group *Experts and Technicians*

Thematic area A: Innovation processes for local development	- There is technical expertise and potential of RES (Renewable Energy Sources) in the region (e.g. photovoltaic park)
Thematic area B: Territorial cooperation and cohesion	- Advantages of the geographic location of the territory: accessibility, variety of environmental, climatic conditions
Thematic area C: Integration of economic sectors	- Existing photovoltaic parks
Thematic area D: Competitiveness and territorial marketing	- Variety of activities - There is scope for developing synergies (OTA, citizens, etc.) in areas of the economy

Negative Vision of the Group *Experts and Technicians*

Thematic area A: Innovation processes for local development	- Lack of application of RES (Renewable Energy)/ EE (Energy Efficiency) in buildings (Public and Private)
Thematic area B: Territorial cooperation and cohesion	- There are no local/ regional plans for such actions - Need to prepare society for such a concept
Thematic area C: Integration of economic sectors	- Need to mobilize economic operators
Thematic area D: Competitiveness and territorial marketing	- No plan for attracting new economic activities (e.g. agro-tourism, etc.)

Experts and Technicians

(3rd part – focus on the use of RES in the agricultural sector)

Positive Vision of the Group *Expert and Technicians*

Thematic area A: Innovation processes for local development	- There is potential for using biomass in the area, deriving from rural activities, and there is the relevant expertise
Thematic area B: Territorial cooperation and cohesion	
Thematic area C: Integration of economic sectors	
Thematic area D: Competitiveness and territorial marketing	- To a certain extent there is exploitation of biomass- some olive mills and homes in the area use pirynoxylo

Negative Vision of the Group *Experts and Technicians*

Thematic area A: Innovation processes for local development	- Lack of applications
Thematic area B: Territorial cooperation and cohesion	- Fragmented collection /management of biomass to make it a viable technology
Thematic area C: Integration of economic sectors	- Lack of knowledge of the benefits (environmental and economic) and the potential from the energy exploitation from biomass
Thematic area D: Competitiveness and territorial marketing	- Negative impact on the local environment /degradation of the region, from waste/residues of olive oil and wine production - Poor management, leading to environmental and economic costs

The working group which was responsible for the management of the Forums evaluated the positive visions defined by each “role group” during the second forum meeting and summarized those visions in a single “**Common Vision**”, as follows:

COMMON VISION	
<p>Thematic area A: Innovation processes for local development</p>	<p>To co-create value with producers and build-up knowledge regarding developments in the rural activities and the value of new tools</p> <p>To increase global provision of knowledge and improve networks of cooperation at local level (“Glocalization”)</p> <p>To bring together and make use of existing know-how and technical expertise within the region (from consultants, Universities, research centres etc.) so as to optimise a local development plan incorporating policies for sustainability</p> <p>To improve the integration between local centres of knowledge (Universities, research centres etc.) and producers, so as to optimise the production processes using technological developments and innovation</p> <p>To use major social and environmental challenges as a driver of innovation (grand challenges).</p> <p>To use the needs of the public sector as a driving force in encouraging innovation</p> <p>To make best use of the geographic advantages of the territory (climate, accessibility etc.) in developing sustainable plans</p> <p>To improve the way planning for the development of local products takes place, by adopting new innovative technological tools</p> <p>To promote the concepts of energy-efficiency and the use of renewable technologies, and develop pilot projects to show their benefits to the local territory</p> <p>To exploit available renewable energy potential in the territory</p>

	<p>To maintain existing innovative applications (e.g. photovoltaic park) in the region and optimise their management, use and role as 'show-cases' increasing awareness</p> <p>To develop a local plan orientated to making the communities of the Municipality more sustainable</p>
<p>Thematic area B: Territorial cooperation and cohesion</p>	<p>To increase awareness of local society regarding sustainability in buildings and rural communities</p> <p>To strengthen the operation of existing local collaborative schemes, e.g. local cooperatives, association of agricultural cooperatives, network of winemakers etc.</p> <p>To strengthen local tradition and identity through encouraging local production</p> <p>To fully and consistently integrate agriculture into the economy and rural society</p> <p>Food industries to work closely with cooperatives and the private sector</p> <p>To contribute positively and significantly to protecting the natural environment and scarce natural resources</p> <p>To develop a plan aiming at the coordination of local production activities across the Municipality</p> <p>To improve cooperation between local administration and other local government bodies (Regional Authority, Centres for Lifelong learning etc.) as well as other bodies e.g. local development agency etc.</p> <p>To improve communication between all the relevant local stakeholders involved in agricultural sector</p>
<p>Thematic area C: Integration of economic sectors</p>	<p>To mobilise and encourage synergies between economic operators in the field of sustainable services and products, e.g. between producers and suppliers</p> <p>To improve and expand the existing network of cooperation between private producers and individual packagers</p> <p>To improve cooperation of local administration with producers</p>

	<p>To strengthen cooperation between local administration with educational institutions</p> <p>To raise awareness amongst the local stakeholders of the benefits (economic and environmental) and potential from exploiting renewable energy sources in the territory</p> <p>To promote exchange of expertise in the production, maintenance and processing of agricultural products</p> <p>To encourage cooperation in research, education and management of land and water and mutual respect of the protection of geographical indications of agricultural products</p>
<p>Thematic area D: Competitiveness and territorial marketing</p>	<p>To develop a plan for attracting new economic activities in the area (e.g. agro-tourism etc.)</p> <p>To encourage people's involvement in new / diversified economic activities</p> <p>To create and maintain a dynamic and competitive agro-food sector</p> <p>To produce quality local products using good agricultural practices</p> <p>To improve management of waste from rural products processing activities so as to reduce environmental and financial impacts</p> <p>To focus local production activities to meet the requirements and expectations of consumers</p> <p>To develop an organised strategy to promote local products, responding to current market demands (local, national, international)</p> <p>To explore potential for export of local products</p> <p>To increase promotional activities taking advantage of the recognisability of local products</p> <p>To make best benefit of the variety of activities taking place within the local area, so as to promote an integrated and diverse offer for the territory</p>

3rd Forum Meeting (2nd EASW meeting)

Date	6 th April 2012
Meeting Place	Town Hall, Peza
Aim	Identification of the action to be undertaken and of the actors that will be involved to reach the “Common positive vision”
Work mode	Plenary Session- Group Sessions (Thematic Groups)
Results	Definition of which actions should be undertaken to reach the Common Positive Vision and which Stakeholders should be involved in the implementation of these actions.

The third forum meeting was held at Peza, at the municipal Hall. There took place two phases, at first place a plenary session was held and later on a group session.

The “Common Vision” was developed during the plenary session, where different ideas and proposals were generated (as presented above).

At the next phase of the meeting the groups were divided into the four thematic groups as follows:

Thematic area A: Innovation processes for local development
Thematic area B: Territorial cooperation and cohesion
Thematic area C: Integration of economic sectors
Thematic area D: Competitiveness and territorial marketing

After the division of the participants into four thematic groups they discussed with the facilitator of each thematic group the actions that should be undertaken as well as the responsibilities of the relevant stakeholders for those actions.

After the discussions of the thematic groups, each group presented its key findings in a plenary session. The key issues addressed in the 4 thematic groups are summarised below:

Results of Thematic Groups

Thematic Group A: Innovation processes for local development

<p>Thematic area A</p>	<p>WHAT ACTIONS ARE PROPOSED?</p>	<p>WHICH STAKEHOLDERS CAN HAVE KEY ROLE?</p>
<p><i>Innovation processes for local development</i></p>	<ul style="list-style-type: none"> • Creation of new network/clusters • Connection of products with brand name • Creation of mentality of supporting Local Products • Organisation of base • Initiatives to link educational/research bodies with production • Adoption of new technologies/tools to optimize the development of local resources / products • Actions to promote environmentally friendly technologies (energy saving technologies, renewable energy sources) for buildings and rural activities 	<ul style="list-style-type: none"> • The collectives based in the local area • The associations and cooperatives • The Municipality • The Region of Crete • Research bodies/institutions in the region • Experts in new technologies associated with local activities • Experts in Energy Saving / Renewable energy technologies

Thematic Group B: Territorial cooperation and cohesion

	WHAT ACTIONS ARE PROPOSED?	WHICH STAKEHOLDERS CAN HAVE KEY ROLE?
<p>Thematic area B</p> <p><i>Territorial cooperation and cohesion</i></p>	<ul style="list-style-type: none"> • Enhancement of local producers' awareness / education • Creation of large schemes – groups of producers open to a wider target population • Creation of a Local Point of Coordination and Organisation • Wise use of RES in the agricultural sector • Communication actions for the local society and stakeholders, as to the potential of using EE/RES technologies for the local activities and infrastructure • Integrate sustainability criteria in local and regional planning 	<ul style="list-style-type: none"> • Public Sector • Collectivities • Base organisations • Experts in implementing EE/RES technologies in the rural sector • Experts in sustainable planning at local/regional level

Thematic Group C: Integration of economic sectors

	WHAT ACTIONS ARE PROPOSED?	WHICH STAKEHOLDERS CAN HAVE KEY ROLE?
<p>Thematic area C</p> <p><i>Integration of economic sectors</i></p>	<ul style="list-style-type: none"> • Products in local schools canteines • Emphasis on the distinguished qualities of local products • Signage in restaurants / shops where local products are used (parallel initiatives at regional level for creating a 'brand-name' for Cretan products • Creation of networks for promoting cooperation of packagers/producers • Actions to promote/communicate the environmental and economic benefits from implementing EE/RES technologies for local activities and infrastructure • Actions to mobilise local economic stakeholders 	<ul style="list-style-type: none"> • Local collectivities • Associations and cooperatives • The Municipality • The Region of Crete • Experts in implementing EE/RES technologies in the rural sector

Thematic Group D: Competitiveness and territorial marketing

	WHAT ACTIONS ARE PROPOSED?	WHICH STAKEHOLDERS CAN HAVE KEY ROLE?
<p>Thematic area D</p> <p><i>Competitiveness and territorial marketing</i></p>	<ul style="list-style-type: none"> • Identification of good practice examples from other countries, e.g. example of Tuscany with olive oil/olives • Education on good practices and market demands, from individuals/bodies with relevant knowledge and experience • Spatial planning of activities • Creation of networks/schemes for better promotion of local products • Creation of awareness and a mentality of collectiveness in relation to local products • Education on the improvement of the local environment which would result from better management of rural activities • Better planning at local level, for attracting new economic activities 	<ul style="list-style-type: none"> • Local collectivities • Associations and cooperatives • The Municipality • The Region of Crete • Private sector representatives with experience in the market demands • Experts on issues of spatial planning of rural activities • Experts on issues of environmental management of rural activities

At conclusion of this session, the facilitators gathered all the proposed strategies by the thematic groups and the responsibilities of the stakeholders. This output would be included in the draft of the Local Pilot Operative Plan.

In the time between the 3rd and 4th forum meetings, a first Draft of the Local Pilot Operative Plan was elaborated by the working group, incorporating the main elements that came out of the two EASW meetings.

4th Forum Meeting

Date	25 th June 2012
Meeting Place	Town Hall, Peza
Aim	Identification of the key interventions for the Local Pilot Operative Plan
Work mode	Thematic groups
Results	Definition of objectives, strategies and key interventions of the Local Pilot Operative Plan

During the 4th meeting the ideas and strategies that were proposed at the 3rd Forum meeting were presented to the Plenary Session.

The participants were divided in 4 Thematic Groups. Each thematic group (supported by the facilitators) discussed the proposed strategies for that thematic area as identified at the previous meeting, and defined “target interventions” in order to realize these strategies. Then they were asked by the facilitators to select the most important 10 interventions (amongst the target interventions) ranking them according to a priority level (1-10).

This process demonstrates a new tool of management and planning for Sustainable Agricultural development.

Target interventions

- 1** Create strong links between research/education bodies and the production

- 2** Effective adoption of new technology tools and developments in spatial planning for local production

- 3** Encourage private sector participation in the delivery of development services

- 4** Empower farmer organizations and communities to provide these services

- 5** Provide direction to all who are involved in agriculture as a vital industry

- 6** Enhance sustainable and competitive productivity

- 7** Raise awareness (seminars, events, leaflets etc.), regarding sustainability, energy efficiency and the use of RES, for the local activities and infrastructure

- 8** Actions to promote environmentally friendly technologies (energy saving technologies, renewable energy sources) for buildings and rural activities (e.g. develop pilot projects)

- 9** Place emphasis on accessing productive resources, implementing relevant policies and promoting flagship projects

- 10** Promote appropriate technology, participatory development and research

- 11** Prepare an organised plan to improve the development and marketing of local agricultural products

- 12** Strengthen stakeholder partnerships (e.g. between producers and packagers or suppliers) – organise regular forums, discussions, networks etc.

- 13** Improve communication between the public administration and all stakeholders involved in agriculture, through more “flexible” communication methods (overcoming bureaucracy)

- 14** Commercialize enterprises

- 15** Organise and/or participate in exhibitions, events, fairs, promoting local agricultural products

- 16** Raise awareness (e.g. open demonstration events etc.) regarding existing RES applications in the region (e.g. photovoltaic park)

-
-
- 17** Reform and streamline agricultural institutions
-
-
- 18** Encourage farmers to shift from subsistence to market-oriented production
-
-
- 19** Organise awareness raising events, regarding best practice examples in agriculture from other regions/countries
-
-
- 20** Adopt greater use of modern farming practices
-
-
- 21** Focus on research on the balance between protection of natural resources, and geographical planning for rural activities
-
-
- 22** Encourage quality certification schemes for local products
-
-
- 23** Develop an organised plan for the common promotion of local agricultural products, e.g. through common website, common shop for cooperatives products etc.
-
-
- 24** Develop local and regional plans integrating sustainability criteria
-
-
- 25** Increase integration of agriculture with other sectors in the economy
-
-
- 26** Explore the potential for the use of RES in agricultural activities
-
-
- 27** Create / strengthen larger networks / schemes of producers, open to a wider target population, for better promotion of local products
-
-
- 28** Use local products in local schools canteens
-
-
- 29** Signage in restaurants / shops where local products are used (parallel initiatives at regional level for creating a 'brand-name' for Cretan products
-
-
- 30** Education on good practices and market demands, from individuals/bodies with relevant knowledge and experience
-
-
- 31** Raise awareness on benefits to local environment, from better management of rural activities
-
-
- 32** Develop a local plan aiming at attracting new economic activities (e.g. agro-tourism)
-
-

Between the 4th and the 5th Forum meetings, the working group gathered the results of the participants' evaluation and ranked the target interventions as prioritized by the participants, defining the "key interventions".

A first Draft of the Local Pilot Operative Plan was elaborated by the working group, incorporating the main elements that came out of the two EASW meetings, as well as the target and key proposed interventions that derived out of the participative process.

5th Forum Meeting

Date	25 th June 2012
Meeting Place	Town Hall, Peza
Aim	Identification of the key interventions for the Local Pilot Operative Plan
Work mode	Plenary Session
Results	Definition of interventions rated as prior in the Local Pilot Operative Plan

The working group at this meeting presented, in the plenary session, the results of the evaluation of the 32 target interventions identified at the previous forum meeting. Based on the scoring by the participants, the first four interventions were identified as "key interventions", in relation to developing a new planning methodology for local agricultural development and in strengthening the local agricultural sector.

Project

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ΠΡΟΣΚΛΗΣΗ

Ο Δήμαρχος Αρχανών Αστερουσίων
Κ Ρούσσος Κυπριωτάκης

σας προσκαλεί στην 4^η, 5^η & 6^η συνάντηση του συμμετοχικού προγραμματισμού
στο πλαίσιο του ευρωπαϊκού προγράμματος

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

Την **Δευτέρα 25 & 26 Ιουνίου 2012** και ώρα 10:00 π.μ.
στην αίθουσα του Δημοτικού Συμβουλίου στα **Πεζά**

• • •

“Priority level” to target interventions

		Target interventions	Scores
Key Interventions	1	Effective adoption of new technology tools and developments in spatial planning for local production	250
	2	Explore the potential for the use of RES in agricultural activities	222
	3	Actions to promote environmentally friendly technologies (energy saving technologies, renewable energy sources) for buildings and rural activities (e.g. develop pilot projects)	200
	4	Prepare an organised plan to improve the development and marketing of local agricultural products	190
	5	Develop an organised plan for the common promotion of local agricultural products, e.g. through common website, common shop for cooperatives products etc.	161
	6	Create / strengthen larger networks / schemes of producers, open to a wider target population, for better promotion of local products	150
	7	Improve communication between the public administration and all stakeholders involved in agriculture, through more “flexible” communication methods (overcoming bureaucracy)	130
	8	Strengthen stakeholder partnerships (e.g. between producers and packagers or suppliers) – organise regular forums, discussions, networks etc.	92
	9	Raise awareness (seminars, events, leaflets etc.), regarding sustainability, energy efficiency and the use of RES, for the local activities and infrastructure	90
	10	Develop a local plan aiming at attracting new economic activities (e.g. agro-tourism)	
	11	Develop local and regional plans integrating sustainability criteria	
	12	Education on good practices and market demands, from individuals/bodies with relevant knowledge and experience	
	13	Create strong links between research/education bodies and the production	
	14	Encourage private sector participation in the delivery of development services	

	15	Empower farmer organizations and communities to provide these services	
	16	Provide direction to all who are involved in agriculture as a vital industry	
	17	Enhance sustainable and competitive productivity	
	18	Place emphasis on accessing productive resources, implementing relevant policies and promoting flagship projects	
	19	Promote appropriate technology, participatory development and research	
	20	Reform and streamline agricultural institutions	
	21	Commercialise enterprises	
	22	Encourage farmers to shift from subsistence to market-oriented production	
	23	Adopt greater use of modern farming practices	
	24	Increase integration of agriculture with other sectors in the economy	
	25	Organise awareness raising events, regarding best practice examples in agriculture from other regions/countries	
	26	Use local products in local schools canteens	
	27	Encourage quality certification schemes for local products	
	28	Organise and/or participate in exhibitions, events, fairs, promoting local agricultural products	
	29	Raise awareness (e.g. open demonstration events etc.) regarding existing RES applications in the region (e.g. photovoltaic park)	
	30	Focus on research on the balance between protection of natural resources, and geographical planning for rural activities	
	31	Signage in restaurants / shops where local products are used (parallel initiatives at regional level for creating a 'brand-name' for Cretan products	
	32	Raise awareness on benefits to local environment, from better management of rural activities	

The identification of the “key” interventions revealed specific results, concerning the real needs of the local economic sectors, as expressed by the local stakeholders and the policy makers, as well as the representatives of the rural sector.

The area covered by Archanon-Asterousion Municipality, is a sheer agricultural area dependent mainly on the grape and olive production. As a result, the following issues are considered essential for the development of the territory:

- There is a strong need for coordinated spatial planning of local agricultural activities, which can be assisted by using new technology tools that are available. For example, new opportunities are available by using new methods of cultivation based on ground analysis (example factors: ground relief, fertility, climate, special conditions etc.) and a detailed analysis on those would be of real benefit and assist decision-making.
- An organised plan is considered essential, for improving the development and marketing of local agricultural products like table grapes.
- Sustainability is recognized as an important aspect, and pilot projects need to be developed to demonstrate how the local rural communities can become more sustainable, being self-sufficient in their energy needs.
- The use of Renewable Energy Sources is an upcoming issue, and the need was identified to explore the possibilities of applying RES technologies to the local agricultural sector, considering the protection of the area’s natural resources and special biodiversity.

Following the identification of these “key” interventions, the scientific experts that were involved in the participation process, were asked to present their initial views and proposals on how the suggested interventions could be realized, both from a technical point of view, but also, what human and financial resources would be required in order to effectively implement these interventions. Administrative issues were also discussed.



The external experts that were engaged in the process (appointed by the Municipality of Archanon-Asterousion and by CRES), were asked to then proceed in the forthcoming period, with producing a feasibility study report on each of the four key interventions, according to their area of expertise, describing in more detail, technical, financial and administrative/resourcing issues relating to each of the proposed interventions. Upon completion, the feasibility study reports will be handed to the Municipality official – policy makers, for evaluating further actions.

The working group, with the assistance of the involved experts, developed a short summary description of each key intervention, in order to include it in the draft Local Pilot Operative Plan which would be presented to the participants in the next forum meeting.

6th Forum Meeting

Date	26 th June 2012
Meeting Place	Town Hall, Peza
Aim	Identification of the key interventions for the Local Pilot Operative Plan
Work mode	Plenary Session
Results	Approval of the Local Pilot Operative Plan and of the key interventions

During the 6th forum meeting, a plenary session was held, where the draft of the Local Pilot Operative Plan including the summary description of each key intervention were presented to the participants and approved.



Plenary session

3. Organizers of the Forums

Archanon-Asterousion Municipality and CRES (Center for Renewable Energy Sources and Saving) had under their responsibility the organization and management of the Forums. The working group consisted of:

Archanon-Asterousion Municipality

Gialitaki Katerina

MavrokostaChryssa

AntonakakisAntonios

CRES (Center for Renewable Energy Sources and Saving)

Chatzigeorgiou Eleni

Technical and Organization Support

Antonakakis Antonios

National Monitor EASW

Gialitaki Katerina

Facilitators

StylianouEygenia

ParaskevaCharikleia

Velegrakis Ioannis

4. Evaluation of the Participation Process

At the end of the participation process, a questionnaire was distributed to the participants aimed at evaluating the opinion of each participant on the participation process, on the methodology used, and on its objectives and outcomes.

The first part of the questionnaire was mainly addressed to collect a general opinion from the participants about the effectiveness / efficiency of the participation process in general. The participants could express their opinion on a 1-6 scale. The average degrees for the different aspects are summarised in the following table:

A. GENERAL OPINION FOR THE PARTICIPATION PROCESS

SCALE 1-6

Lowest degree (1)

Highest degree (6)

QUESTION	AVERAGE DEGREE	
What is your opinion about the opportunity you had during the participation process to put forward your opinions and ideas? (sufficient – insufficient)	5.8	
What is your opinion about the pace of the participation process? (tooslow - toofast)	3.5	
What is your opinion about the number of participants in the participation process?	Too few	0
	The right number	92%
	Too many	8%
What is your opinion about the participants in general (citizens, policy makers, experts, private sector) that were invited for the forums?	representative	4.5
	knowledgeable	5.3
	creative	3.9
	biased	4.2
What is your opinion about the participation process in general?	Interesting	3.9
	Educating	2.5
	Organized	5.8
	Motivating	4.6
	Important	5.7
	useful	3.2
What is your opinion about the degree to which the main subjects were discussed?	Superficially	2.3
	Deeply	3.7
What is your opinion about the contributions of the different role groups to the participation process (useful or not)?	Politicians & Administrators	3.9
	Experts & Technicians	4.5
	Private sector representatives	2.3
	Citizens/Civil Society	5.3

B. GENERAL OPINION FOR THE FORUMS

What is your opinion about the way the forums process was managed and supported by the facilitator and chairpersons?	5.8	
What is your opinion about the structure of the forums programme?	5.4	
What is your opinion about the work in the role and theme group sessions (useful or not)?	4.3	
What is your opinion about the presentations of the outcomes of the role and theme groups sessions?	Clear	4.3
	Interesting	4.4
	Relevant for our territory	5.1
What is your opinion about the discussions during the plenary sessions?	Clear	5.6
	Interesting	5.2
	useful	6

C. THE OBJECTIVES AND OUTCOMES

The objectives of the participation process were...	Clear	4.2
	Interesting	4.9
	Relevant for our territory	4.5
In my opinion, the outcomes (ideas, actions, priorities) of the participation process were...	clear	6
	interesting	5.2
	new	4.2
	important	6
	useful	6
During the forums I have heard ideas and opinions of which I had not been aware before.	totally disagree	1.8
	completely agree	4.2
I expect that at least some of the ideas, results and outcomes of the forums will lead to concrete actions or initiatives in my territory.	totally disagree	2.8
	completely agree	3.2

MED STRATEGY

PARTICIPATION PROCESS- Participants

A/A	ΦΟΡΕΣ	ΟΝΟΜΑΤΕΠΩΝΥΜΟ ΣΥΜΜΕΤΕΧΟΝΤΑ
1	ΔΗΜΟΣ ΑΡΧΑΝΩΝ ΑΣΤΕΡΟΥΣΙΩΝ	ΕΙΡΗΝΗ ΧΟΥΔΕΤΣΑΝΑΚΗ
2	ΔΗΜΟΣ ΑΡΧΑΝΩΝ ΑΣΤΕΡΟΥΣΙΩΝ	ΕΡΜΕΙΔΗ ΜΕΛΠΩ
3	ΕΤΑΜ Α.Ε.	ΓΥΠΑΡΑΚΗΣ ΣΤΕΛΙΟΣ
4	ΚΑΠΕ	ΕΛΕΝΗ ΧΑΤΖΗΓΕΩΡΓΙΟΥ
5	ΚΑΠΕ	ΔΗΜΗΤΡΗΣ ΠΑΠΑΣΤΕΦΑΝΑΚΗΣ
6	Κ2Μ ENERGY (ΕΝΕΡΓΕΙΑΚΟΙ ΣΥΜΒΟΥΛΟΙ)	ΙΩΑΝΝΗΣ ΜΠΟΥΚΗΣ
7	ΤΕΙ ΚΡΗΤΗΣ	ΜΑΝΙΟΣ ΘΡΑΣΥΒΟΥΛΟΣ
8	ΔΗΜΟΣ ΑΡΧΑΝΩΝ ΑΣΤΕΡΟΥΣΙΩΝ	ΦΡΑΓΚΟΥΛΑΚΗ ΧΑΡΑ
9	ΔΗΜΟΣ ΑΡΧΑΝΩΝ ΑΣΤΕΡΟΥΣΙΩΝ	ΣΤΥΛΙΑΝΟΥ ΕΥΓΕΝΙΑ
10	ΙΔΙΩΤΗΣ	ΚΟΥΡΑΚΗΣ ΜΙΧΑΛΗΣ
11	ΜΑΙΧ	ΣΤΑΜΑΤΑΚΗΣ ΑΡΙΣΤΕΙΔΗΣ
12	ΜΑΙΧ	ΑΓΓΕΛΑΚΗΣ ΓΕΩΡΓΙΟΣ
13	ΔΗΜΟΣ ΑΡΧΑΝΩΝ ΑΣΤΕΡΟΥΣΙΩΝ	ΡΟΥΣΣΟΣ ΚΥΠΡΙΩΤΑΚΗΣ
14	ΓΥΝΑΙΚΕΙΟΣ ΣΥΝΕΤΑΙΡΙΣΜΟΣ	ΖΟΥΜΠΟΥΛΑΚΗ ΚΥΡΙΑΚΗ
15	ΓΥΝΑΙΚΕΙΟΣ ΣΥΝΕΤΑΙΡΙΣΜΟΣ	ΧΑΙΤΑ ΜΑΡΙΑ
16	ΓΥΝΑΙΚΕΙΟΣ ΣΥΝΕΤΑΙΡΙΣΜΟΣ	ΠΑΠΑΔΟΠΟΥΛΟΥ ΕΛΕΥΘΕΡΙΑ

17	ΕΤΑΜ Α.Ε.	ΤΣΑΝΤΑΚΗΣ ΜΑΝΟΛΗΣ
18	ΑΜΚΕ ΑΡΧΑΝΕΣ	ΔΑΚΑΝΑΛΗΣ ΜΙΧΑΛΗΣ
19	ΙΔΙΩΤΗΣ	ΓΑΡΑΚΗΣ ΕΜΜΑΝΟΥΗΛ
20	ΙΔΙΩΤΗΣ	ΒΕΝΕΡΗΣ ΕΜΜΑΝΟΥΗΛ
21	ΕΝΕΡΓΕΙΑΚΟ ΚΕΝΤΡΟ ΠΕΡΙΦΕΡΕΙΑΣ ΚΡΗΤΗΣ	ΖΩΓΡΑΦΑΚΗΣ ΝΙΚΟΛΑΟΣ
22	ΜΑΙΧ	ΚΑΛΑΙΤΖΙΔΗΣ ΧΑΡΙΤΩΝ
23	ΔΗΜΟΣ ΑΡΧΑΝΩΝ ΑΣΤΕΡΟΥΣΙΩΝ	ΓΙΑΛΙΤΑΚΗ ΚΑΤΕΡΙΝΑ
24	ΔΗΜΟΣ ΑΡΧΑΝΩΝ ΑΣΤΕΡΟΥΣΙΩΝ	ΜΑΥΡΟΚΩΣΤΑ ΧΡΥΣΑ
25	ΙΔΙΩΤΗΣ	ΒΕΛΕΓΡΑΚΗΣ ΓΙΩΡΓΟΣ
26	ΙΔΙΩΤΗΣ	ΑΓΓΟΥΡΙΔΗΣ ΒΑΣΙΛΗΣ
27	ΙΔΙΩΤΗΣ	ΓΑΡΑΚΗΣ ΜΑΝΟΛΗΣ