

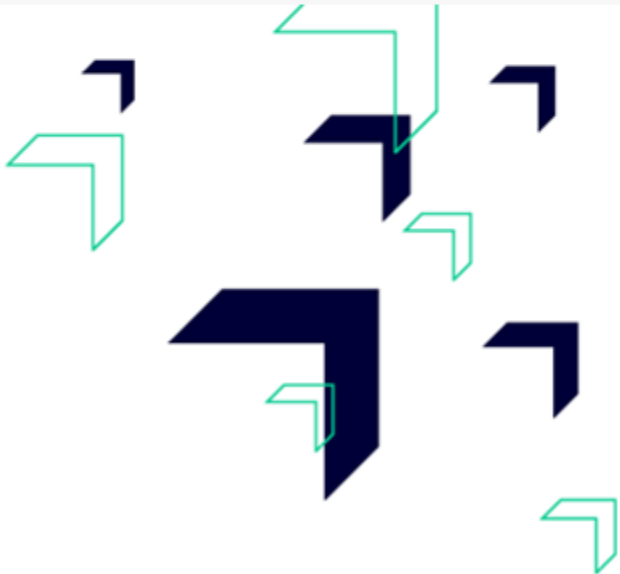


**GOVERNMENT
OF MALTA**



FONDI.eu

Update on Communication and Visibility Actions



**Co-funded by
the European Union**

Overview

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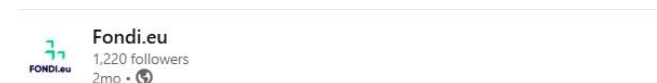
Network of Networks

Europe Direct Valletta, hosted by Servizzi Ewropej f'Malta (SEM), have established and maintained a local network of EU national contact points and information providers.

- On 13 March, Europe Direct CORE Platform hosted a meeting at the Salina Nature Reserve to discuss how to enhance collaboration and communication within our networks.
- On 25 March, a meeting was held to discuss preparations for this year's Europe Day celebrations in Malta and Gozo.



Social Media



📢 Call Announcement 📢

The Ministry responsible for European Funds has launched the call - **Public Sector Investment in Research and Innovation** - under ERDF/CF/JTF 2021-2027 Programme.

The scope of this call is to develop and enhance research and innovation capacities and the uptake of advanced technologies through the European Region Development Fund by focusing on supporting project proposals for Public Sector investment in Research and Innovation. As an open call, it targets Ministries, Government Departments and Public Sector entities.

🌟 Application Documents can be accessed from 📄 <https://bit.ly/44dKuc>

The call will close on **Friday, 4th July 2025, at 4 pm.**

Contact the Managing Authority for further info on fondi.eu@gov.mt

SEM - Servizzi Ewropej f' Malta | Malta Public Service



🌟 A Milestone for Valletta's Cultural Heritage 🌟

The Socio-Cultural Organisations Promoting Heritage Experiences (SCOPE) Project is officially inaugurated!

Led by Fondazzjoni Soċjo-Kulturali Ambjentali Augustina and co-funded by the [#EuropeanRegionalDevelopmentFund](#), this flagship initiative saw the adaptive reuse of St. Augustine's Community Convent 🏰, transforming it into a Community Interpretation Centre (CIC).

The CIC spans three levels, immersing visitors 🧑🏫 in Valletta's urban, social, and cultural evolution through exhibitions and conservation efforts. By focusing on the Manderaggio Quarter's history, the Order of St. John, and religious traditions, the €2.3M project - of which €1.9M are EU funds 🇪🇺 - promotes cultural tourism & education.

[#CulturalRevival](#) [#SustainableTourism](#) [#CommunityEngagement](#)

SEM - Servizzi Ewropej f' Malta | Is-Servizz Pubbliku | Europe in my region

📷 Photo credit: Ian Noel Pace



Last week marked the official launch of the **Second Chance: Empowering First Time Offenders in Malta** project.

This transformative initiative, co-financed by the [#EuropeanSocialFundPlus](#) (ESF+), takes a holistic approach to support youth with behavioural problems and first-time youth offenders. It focuses upon outreach and prevention, specialised focused intervention, active inclusion and augmented collaboration.

Il-gimgha li ghaddiet tnieda uffiċjalment il-proġett **Second Chance: Empowering First Time Offenders in Malta**.

Din l-inizjattiva, ikkofinanzjata mill-Fond Soċjali Ewropej (ESF+), ser tkun qed taħdem b'mod holistiku sabiex nassistu liż-żgħażaġh bi problemi ta' mgieba u "first time offenders". Dan il-proġett ser jiffoka fuq il-prevenzjoni, assistenza speċjalizzata, inklussività u t-tishih tal-kollaborazzjoni bejn l-entitajiet.

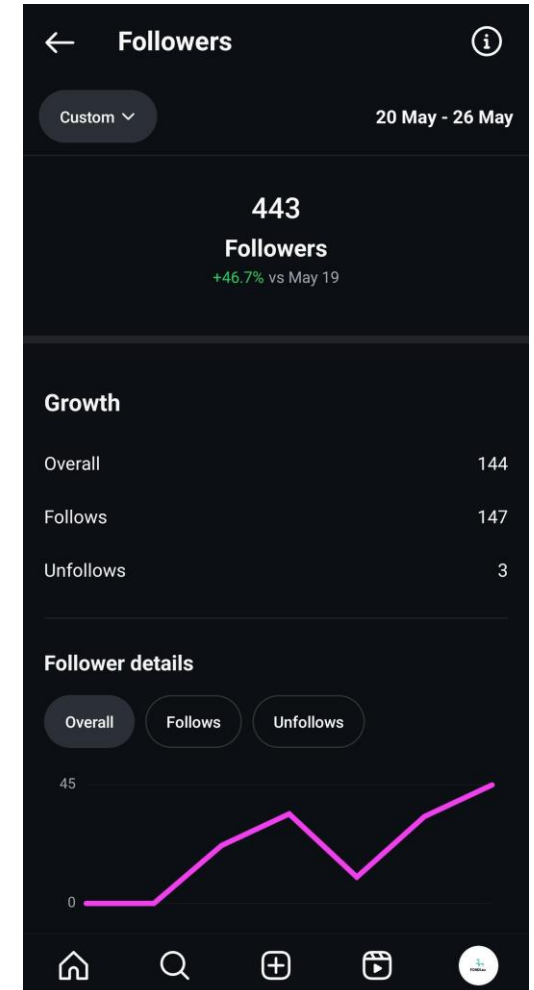
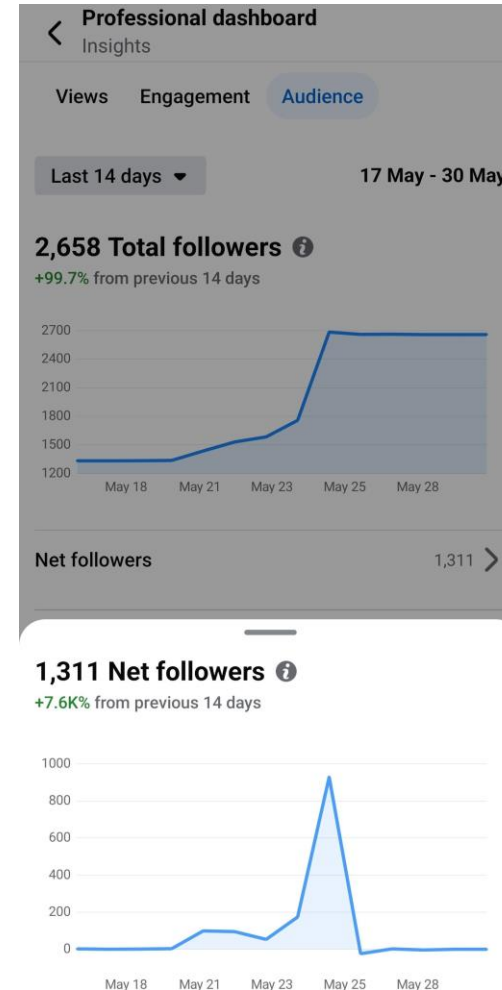
[#SecondChanceMalta](#) [#SocialInclusion](#) [#Empowerment](#) [#FSWS](#) [#YouthSupport](#) [#EUFundsMalta](#)

SEM - Servizzi Ewropej f' Malta | Malta Public Service | Foundation for Social Welfare Services



Social Media – some statistics

- A total of 2.6K followers on Facebook.
An increase of more than 1.3K followers over the period of May 2025.
- FONDI.eu Instagram account saw an increase of 46.7% in followers over May 2025.
- Our two most viewed Instagram stories were related to the **Public Service Expo Village** and the Europe Day Event concluding the **EU in my School** campaign.



Mini digital campaigns

- The **first campaign** focused on the Interreg NEXT MED 2021-2027 programme and the second call for projects. It consisted of **two ads** aimed at **facilitating networking for collaboration** with potential project partners from Malta.
- The **second campaign** implemented in March and April consisted of **two ads** promoting a **social media competition** where the audience was encouraged to make a short videoclip about an **EU-funded site or project**.
- The **third campaign** consisted of an ad highlighting the project visits within the **EU in my School** initiative in Malta.
- The **fourth campaign** encouraged the public to visit the FONDI.eu stand at the **Public Service Expo Village**.

Mini digital campaigns

Fondi.eu
Published by Nathalie Schembri
· 3 days ago ·

The Interreg NEXT MED programme is investing €83M to tackle climate challenges across the Mediterranean region. Submit your proposal for the 2nd call and contribute towards this green transformation.

Learn more: <https://shorturl.at/R4eaK>

Promote your project ideas & find partners: <https://connectingmed.eu/>

#Interreg #GreenMed



The graphic features a yellow location pin icon with the text 'Europe in my region' above it. Below this is a large yellow banner with the text 'Interreg NEXT MED 2nd Call now open'. The background shows a person in a white lab coat and yellow gloves handling a sample in a laboratory setting. The FONDI.eu logo is in the top right corner.

<https://shorturl.at/R4eaK>
Second call for proposals - OPEN - Interreg NEXT MED
€83.7 million available to address climate challenges across the Mediterranean ...

Learn more

Fondi.eu
Sponsored ·

Got a smartphone? 📱 Got creativity? 💡 Then it's time to SHINE & WIN BIG! 🌟

Create a short video about an EU-funded project and you could be 1 of 6 lucky winners 🏆

Hurry - entries close on 21 April!

Amazing prizes up for grabs!

Think you've got what it takes? Find out how to enter: 📄 https://fondi.eu/wp-content/uploads/2025/03/PS-Expo-Village-Competition-2025-FONDI.eu_1.pdf

#EUinMyRegion #PublicServiceExpo2025 #WinBig #CreativeChallenge



The graphic has a red header with the text 'Competition Time Win Big'. Below this is a collage of images showing various EU-funded projects, including a bridge, a building, and a landscape. The FONDI.eu logo is in the top right corner.

Fondi.eu
Published by Nathalie Schembri
· April 7 at 10:29 AM ·

🌟 **EU in my School - Malta 2025: Bringing Europe Closer to Students!**

The 2025 edition of the EU in my School has been an incredible journey, offering Maltese and Gozitan secondary school students unforgettable educational experiences 📖

- ◆ In Gozo, students explored the #EUFunded Reverse Osmosis Plant at Mondoq ir-Rummien, learning about water sustainability and EU funding in action 💧
- ◆ In Malta, Art and European Studies students visited MICAS, discovering how EU funds support cultural and artistic heritage 🎨
- ◆ Finally, students dived into innovation at See less

47 219K 👁

View more video insights



The graphic features a woman in a white dress standing in front of a chalkboard. The chalkboard has the text 'EU in My School 2025' written on it. The FONDI.eu logo is in the top right corner.

Mini digital campaigns – some results

- The first campaign re the Interreg NEXT MED 2021-2027 programme and the second call for projects: with the original €507.72 used, the two ads gave a reach of **242,735**.
- The second campaign - with €507.72 - had a reach of **398,605**.
- As for the third campaign about the EU in my School project visits, with the original €145.06 used, the ad gave a reach of **174,471**. There were also 231,037 impressions.
- With a budget of €141.04, the fourth campaign had a reach of **158,648**.

Campaign	Reach
Interreg NEXT MED 2021-2027 second call for projects	242,735
Social media video competition	398,605
EU in my School project visits	174,471
FONDI.eu Stand at the Public Service Expo Village	158,648
Total Reach	974,459

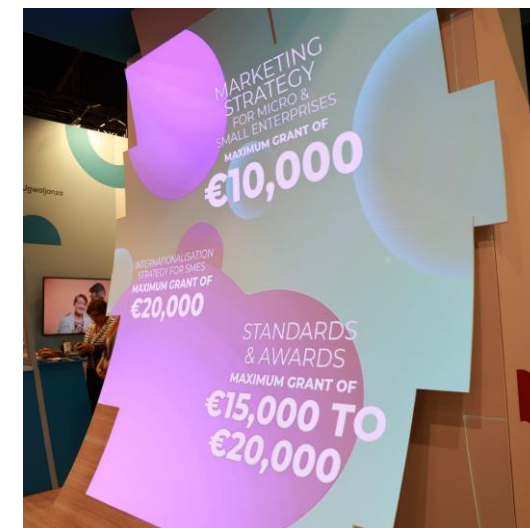
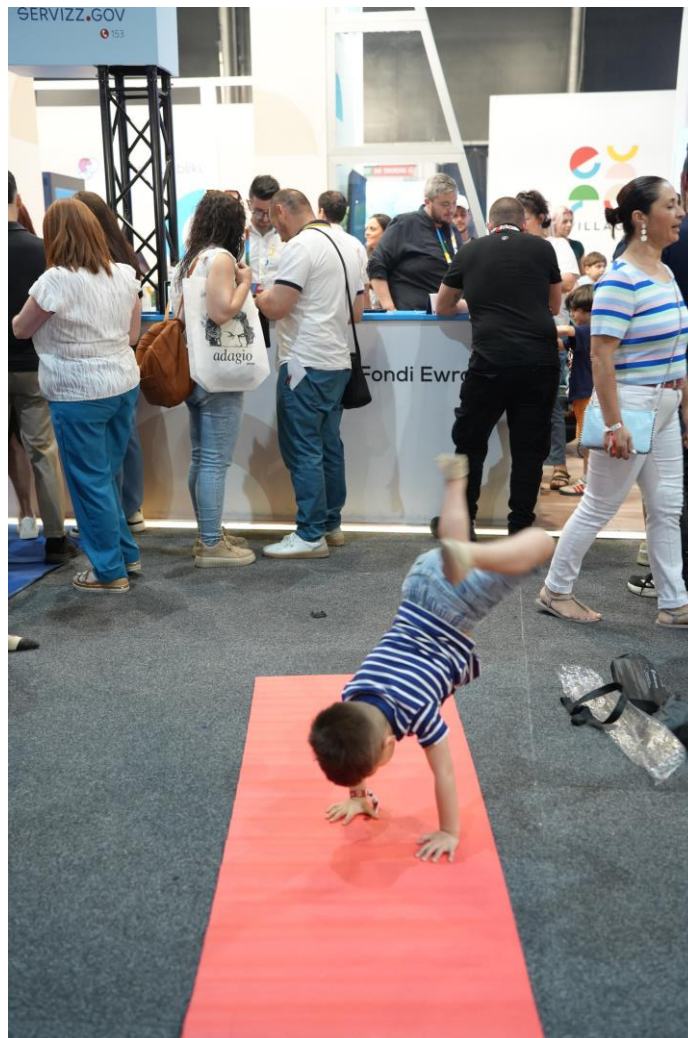
Annual Event 2025



The **annual event** took place during the Public Service Expo Village, from the 21st to the 25th of May 2025 at the Malta Fairs & Conventions Centre (MFCC) in Ta' Qali. **76,264** persons attended this event.

FONDI.eu provided **information and merch** to visitors. The major attraction was a **competition** about EU-Funded projects in Malta. Moreover, we had a winner from the social media video competition.

Annual Event 2025



EU in my School 2025

- Preparations for Malta's participation in the EU in my School - which is a DG REGIO initiative - started in November 2024.
- **All secondary schools in Malta** were encouraged to participate in EU in my School. Five schools in Malta and one school in Gozo - with a **total of 150 students** - showed interest.
- Three groups of Maltese students visited the **Malta International Contemporary Art Space (MICAS)** ERDF project in Floriana.
- Two classes explored the **CORALLO, SIMIT-THARSY** and **i-WaveNET** (all Interreg Italia-Malta) projects at the University of Malta.
- The Gozitan students visited the **Hondoq Reverse Osmosis** plant project.
- All students were given exclusive guided tours of the projects.

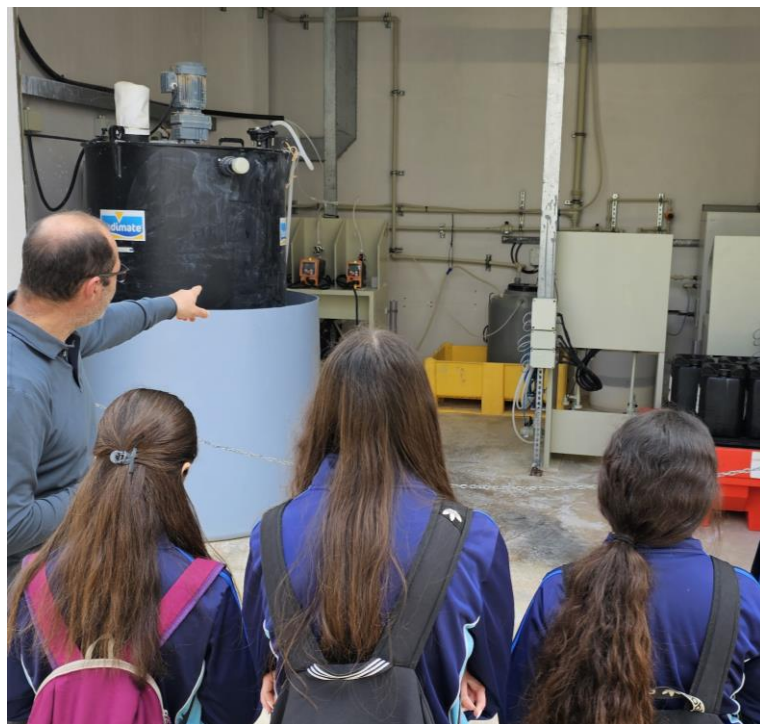
EU in my School 2025

- Students also took part in a **preparatory session** hosted by SEM prior to the project visit itself. They were briefed about the EU, EU funds and what is required from them vis-à-vis the creative expression.
- The students' creative expressions were exhibited at the **Europe Day Event** on 9 May and at the **Public Service Expo Village**.
- Participating schools received a commemorative plaque from the Prime Minister during the Europe Day Event. Moreover, each student received a token.
- The same creative expressions were shared on the FONDI.eu social media platforms.

EU in my School 2025 – Preparatory Sessions



EU in my School 2025 – Project Visit to Hondoq Reverse Osmosis Plant in Gozo



EU in my School 2025 – Project Visit to Malta International Contemporary Art Space (MICAS)



EU in my School 2025 - Visit to University of Malta

Projects: CORALLO, SIMIT THARSY, i-WaveNET



EU in my School 2025 - Creative Expressions displayed at the Europe Day Event



EU in my School 2025 - Creative Expressions displayed at the Public Service Expo Village



Europe Day 2025

On the 9th May, the annual Europe Day Event organised by SEM and Europe Direct took place in Freedom Square in Valletta.

Various organisations provided EU related information to visitors, guidance and support on the rights and opportunities available to EU citizens.



Operations of Strategic Importance

ERDF.02.986 - Second Interconnector between Malta and Italy

- Banners were affixed at Magħtab Terminal Station on 7 January and in Ragusa on 27 January.
- On 29 April, the contract for the manufacturing and installation of the 245kV submarine cable was officially signed.
- In connection with this event, press releases were issued by the Department of Information, Interconnect Malta Ltd, and Norwegian company Nexans.



DOI Jason Borg

ERDF.02.986 - Second Interconnector between Malta and Italy – Planned Communication Actions

- Start of submarine cable laying
- Completion of submarine cable laying
- Commissioning/Energising of the cable

All the above are estimated to take place in 2026. These actions will be accompanied by social media posts and an inauguration event once works are completed.

JTF.08.988 - Provision of High voltage shore connections system along North Quay Terminal 1 and North Quay Terminal 2 within Malta Freeport in the TEN-T Core Port of Marsaxlokk

- In Nov 2024, the European Onshore Power Supply Association (EOPSA) meeting was held in Malta and the Malta Freeport Corporation (MFC) hosted the last day of the event.
- Throughout the event, reference was made to the ongoing OPS project and there was also a demonstration of some of the OPS type of equipment on display.
- Open day once project is complete



JTF.08.989 Provision of High and Low Onshore Power Supply (OPS) System in the South Harbour Region of the Grand Harbour

- Works to commence in the last week of June
- Social media posts in relation to the commencement of works
- Open day once project is complete

ESF+.03.184 One Device Per Child – Planned Communication Actions

- **Websites:** September 2025 onwards, E-Skola, DDLTS and Edukazzjoni websites
- **Social media:** planned throughout September and October 2025
- **Digital Ads:** planned for all major local news portals in October 2025
- **Radio & TV Ads:** planned throughout October 2025
- **Billboards:** end of September and beginning of October 2025
- **Press Conference & Event:** around October 2025

TV & Radio Slots

- 55 TV educational slots
- 11 radio educational slots

Such slots dealt with the **Public Service Expo Village**; **promotion** of open calls; **testimonials** and **success stories** across all funds; and showcasing tangible examples of EU-funded projects.



Information Measures for the EU Cohesion Policy (IMREG) Project

- Approved budget: €374,288.14.
- Duration: 12 months, starting January 2025.

Aims

- Improve public and stakeholder understanding of Cohesion Policy.
- Raise awareness of EU-funded projects and key programmes (JTF, ESF, TSI).
- Foster dialogue on the policy's impact and future role in EU priorities.

Campaign Strategy

- Focus on real-life impact stories.
- Media mix: TV, radio, digital ads, print publications, and in-person events.
- Content in Maltese and English, tailored for broad demographics.

Looking Forward

- **RegioStars Awards 2025** - Malta nominated the Valletta Design Cluster project
- **SEM** information sessions for children in July and August during **SkolaSajf**
- **Bike rides to EU-funded sites** in September, organised by SEM
- Stands at **popular public events** such as Lejla Sajfija fil-Park (August), EU Corner @ Science in the City (September), Notte Bianca (October)
- Filming of ESF+ skills projects to illustrate the **Union of Skills - the Training for Employment** project has been nominated for this
- **DG EMPL #MakeltWork campaign tour** featuring **Endeavour II** at Science in the City
- **National Conference on EU Cohesion Funds (IMREG)** in October 2025

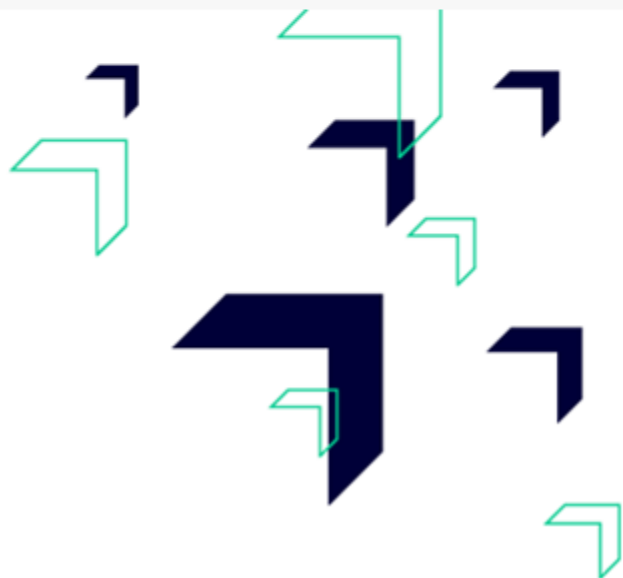


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Thank you !



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