

# NEWSLETTER

## MedMission

ISSUE 1 - WINTER 2007

### ACTIVITIES

- Scientific research and documentation of Ap. Paul's route within the Mediterranean basin.
- Development of monuments at local points.
- Creation of a cultural network.
- Pilot implementation of ICT tools. Diffusion of the established knowledge base to schools, universities, research institutions via ICT tools.
- Establishment of a "product/brand" of the "route" in tourist and cultural terms.
- Publicity and promotion material (conference, books, brochures).
- Feasibility and sustainability study.
- Workshop on awareness creation for policy makers.

WEB SITE:

<http://www.medmission.gr>

accessible from March 2007.

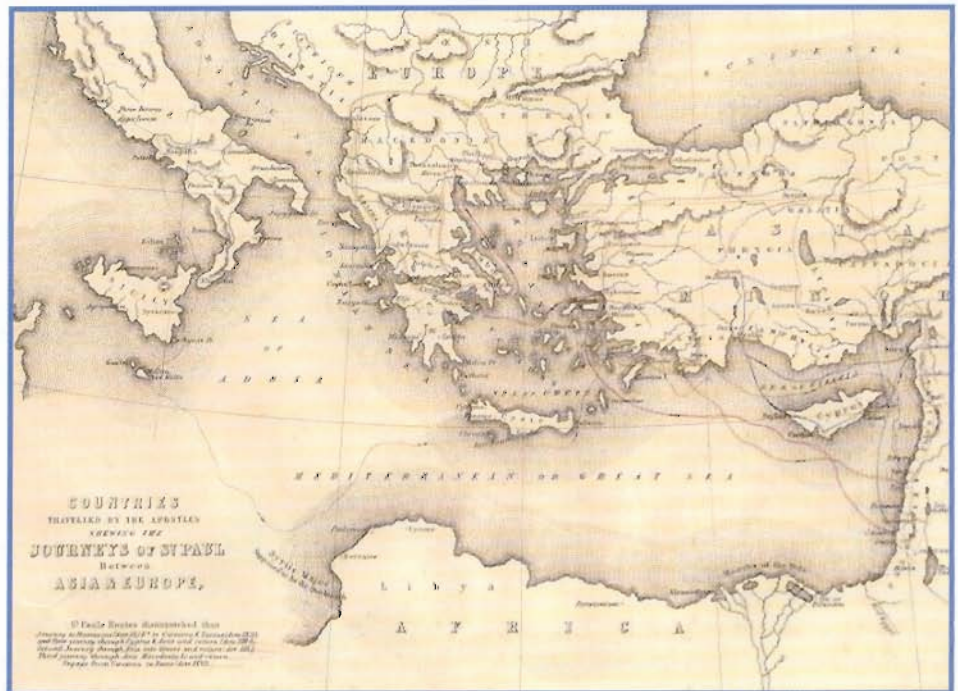
"THE MEDMISSION PROJECT IS PARTLY FINANCED BY THE EUROPEAN UNION"

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## Mediterranean Cultural Network of cities – stations of the Apostle Paul missionary path



### INTRODUCTION

The MEDMISSION project aims at exploiting the common cultural heritage of Mediterranean cities through the creation of a Sustainable Cultural Network on the evidence of the Ap. Paul's "missionary path for the expansion of Christianity", taking advantage of ICT technologies and exploiting synergies with local key economic sectors in Mediterranean basin.

The project proposes the establishment of a network of Mediterranean cities, based on a strong common background of cultural heritage, resulting in a network and cooperation of cultures and traditions of different nations that have long been established in the Mediterranean basin. Additionally, the added value of the project deals with common issues and problems of the targeted regions; since problems are common, the need for transnational cooperation in strategies should also be common. In order to create a "common heritage network", cooperation among all partners is crucial, including a permanent exchange of experiences, dissemination of information and common research resulting in a common vision of the regions involved.



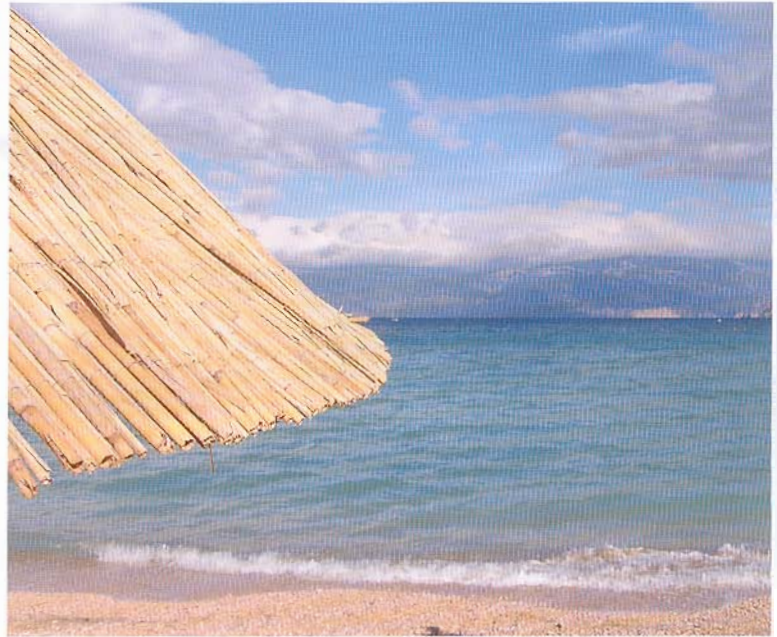
## Sustainable Tourism – Preserving Cultural Heritage

The Project concept derived as a result of a common need amongst MEDMISSION partners to preserve cultural heritage, promote unexploited common resources and differentiate local touristic products. The importance of St. Paul's teaching on the formation of Western Civilization is not widely promoted and considered today. His missionary path should be linked to a very rich sum of cultural resources from historic/scientific and religious points of view.

The emergence of cultural tourism as a generator of income at local and regional levels is a vital factor that will contribute to the success of the concept during and post implementation phases. The Mediterranean Basin accounts for approximately 30% of world tourism. MEDMISSION believes that it is extremely important to focus on the area's Cultural Resources for sustainable development.

The main needs and reasons for its implementation are:

- The need for the protection and the promotion of the Ap. Paul's "missionary path".
- Promote the impact of Ap. Paul's teaching both to the modern western civilization and the history and civilization of the area.
- The strategic use of cultural resources for integrated development of societies.
- To compete with the growing globalized tourism sector, and define cultural tourism.



### OBJECTIVES

Main objectives of the project are:

- The protection and utilization of the Ap. Paul's "missionary path" cultural heritage.
- The promotion and networking of the cities-stations of Ap. Paul as cultural landscapes of great historic and cultural value and "nodes" of a common "path".
- The creation of relevant ICT applications and cultural tourism "products".



### EXPECTED RESULTS

In order to achieve the above, a consortium has been established with the participation of various local and regional authority sectors. Direct benefits are expected for all project partners, as well as target groups (researchers, school teachers, pupils, professors, students, local policy makers and citizens). Indirectly, MEDMISSION is expected to offer added value for neighboring locations and countries, in terms of both methodology and results.



Furthermore, project completion will represent the starting point for further network expansion and research activities, including additional locations of the Mission Path, on-going events, update of content and exploitation of tourism "brand" created.



## METHODOLOGY & WORK PACKAGES

The Project methodology consists of 5 major stages, aiming in promoting and exploiting common heritage resources and sustain a cultural network in the Mediterranean.

- **Creation of "Apostle Paul's missionary path" Cultural Network:** This will lead to the production of 4 initial studies that will represent the "point of reference" for the creation of the "Apostle Paul's missionary path" Cultural Network. The implementation of 4 co-events and 1 festival will strengthen relations between Network members and consolidate knowledge on their common heritage, whilst establishing a common understanding on the strategies required for the further exploitation of this common heritage. These events will take place in Malta, Reggio di Calabria, Pafos, Rhodes and Mitilini.
- **Installation of 5 Monuments at crucial milestones of the missionary path:** This pilot action will act as a promotion tool on the importance of the Apostle's mission on the Mediterranean and the Western Civilization in general.
- **Preservation, dissemination and exploitation of the Apostle's Missionary action via Information Society tools and methodologies:** Information Society technologies can play a vital role in the preservation and promotion of Cultural Heritage: Firstly, an e-learning platform will be created and learning content will be produced in 4 languages (GR, EN, IT, MT). This endeavour will be reinforced with the creation of a Simulation Game which will be promoted for further use to schools and universities all over the world. Additionally, a Cultural Web Site will be created targeting the dissemination of the Ap. Paul's missionary action to a wide audience. Finally, all these tools will be included in a multilingual CD-Rom that will be distributed to visitors and other target groups.
- **Creation of a cultural tourism "product" and a "brand", including visits to Network cities:** One of the objectives of the project is the establishment of a "brand" or a "product" in cultural tourism terms. This will be achieved with the formation of a "tourist route" on the traces of Ap. Paul's missionary path, with visits to the places where he preached and learning sessions on his missionary work. The success of this new "brand" will be assured with the effectuation of a feasibility study that will pave the way for further exploitation of this idea by the local tourist industry and the promotion of this idea through a large communication campaign and 4 seminars program for the tourist industry in Malta, Reggio di Calabria, Pafos and Rhodes.

- **Further utilisation of the project results and of Ap. Paul's "missionary path" cultural heritage.** Creation of wide awareness: Finally, the project will conduct a sustainability study concerning ways for further valorisation of the project results.

## PROJECT MEETINGS



"Kick off Meeting", 24th July 2006, Athens

The "kick off meeting" for the MEDMISSION project was held in Athens, Greece, on 24th July 2006, at the premises of the Ministry of Aegean and Insular Policy. The leader partner presented the main elements of the project including the budget and the timeplan.

## TOTAL BUDGET OF MEDMISSION PROJECT

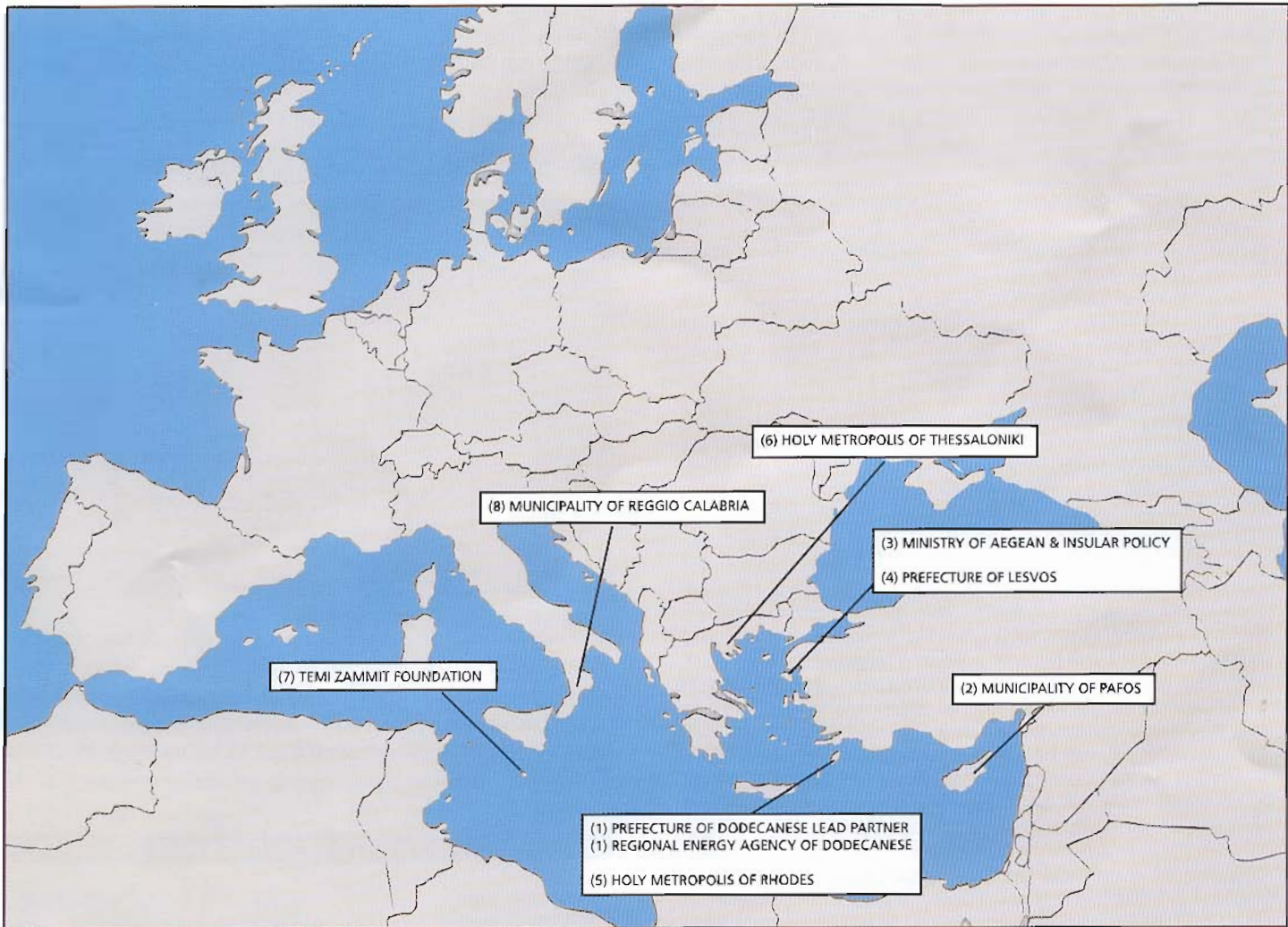
ERDF Funding	767.175,00
National Co-financing (EU Member States)	329.325,00
Financing (non EU Partners)	0,00
Funding for Non EU partners (MEDA)	0,00
<b>TOTAL</b>	<b>1.096.500,00</b>

## WORK PACKAGES










Work Package No	Work Package title	Responsible Partner	Involved Partners
WP1	Project management and coordination	PREFECTURE OF DODECANESE	All
WP2	Establishment of Apostle Paul's missionary path Cultural Network.	MINISTRY OF AEGEAN & INSULAR POLICY	All
WP3	Installation of Monuments in islands-Places of the Apostle's visit.	PREFECTURE OF DODECANESE	MUNICIPALITY OF PAFOS, PREFECTURE OF LESVOS, FONDAZZIONI TEMI ZAMMIT, MUNICIPALITY OF REGGIO CALABRIA
WP4	Preservation, dissemination and exploitation of the Apostle's Missionary action via Information Society tools and methodologies.	PREFECTURE OF DODECANESE	MINISTRY OF AEGEAN & INSULAR POLICY, PREFECTURE OF LESVOS, PP5 HOLY METROPOLIS OF RHODES, HOLY METROPOLIS OF THESSALONIKI, FONDAZZIONI TEMI ZAMMIT, MUNICIPALITY OF REGGIO CALABRIA
WP5	Creation of a cultural tourism "brand" concerning all cities of the network.	PREFECTURE OF LESVOS	PREFECTURE OF DODECANESE, MUNICIPALITY OF PAFOS, FONDAZZIONI TEMI ZAMMIT, MUNICIPALITY OF REGGIO CALABRIA
WP6	Sustainability study and dissemination actions for the sustainable use of the project results	PREFECTURE OF DODECANESE	All



## LOCATIONS



## MEDMISSION PARTNERS

PARTNER	ADDRESS	TEL	FAX	EMAIL	WEB PAGE
1 	PREFECTURE OF DODECANESE LEAD PARTNER PLATEIA ELEFTHERIAS, 85 100 RHODES GREECE	+30 22410 46501	+30 22410 39888	nom@nad.gr	<a href="http://www.nad.gr">http://www.nad.gr</a>
	REGIONAL ENERGY AGENCY OF DODECANESE R.E.A.D. S.A. PLATEIA ELEFTHERIAS, 85 100 RHODES GREECE	+30 22410 46618-19	+30 22410 46617	nadread@otenet.gr	-
2 	MUNICIPALITY OF PAFOS 28th OCTOBER SQUARE P.O. BOX 60032- 8100 PAFOS CYPRUS	+357 2682 2270	+357 2682 2357	foreign.rel@pafos.org.cy	<a href="http://www.pafos.org.cy">http://www.pafos.org.cy</a>
3 	MINISTRY OF AEGEAN & INSULAR POLICY MIKRAS ASIAS 2, 81 100 MITILINI GREECE	+30 22510 38340	+30 22510 41175	smastr@ypai.gr	<a href="http://www.ypai.gr">http://www.ypai.gr</a>
4 	PREFECTURE OF LESVOS 1 ΧΔΟΥΝΤΟΥΡΙΟΤΙ ΣΤ. 81 100 MITILINI GREECE	+30 22510 46777	+30 22510 46652	val@aegean.gr	<a href="http://www.lesvos.gr">http://www.lesvos.gr</a>
5 	HOLY METROPOLIS OF RHODES IERA METROPOLIS RODOU, 85 100 RHODES GREECE	+30 22410 34300	+30 2241073480	imrodou@imr.gr	<a href="http://www.imr.gr">http://www.imr.gr</a>
6 	HOLY METROPOLIS OF THESSALONIKI VOGATSIKOU 7 546 22 THESSALONIKI GREECE	+30 2310397713	+30 2310230722	kpp@oipp.gr	<a href="http://www.imth.gr">http://www.imth.gr</a>
7 	TEMI ZAMMIT FOUNDATION Avicenna Knowledge Centre (AKCI), Villa Bighi, Bighi, Kalkara CSP 12, MALTA	+356 7942 1199	+356 2166 0341	brian.restall@mcst.org.mt	<a href="http://www.ftz.org.mt">http://www.ftz.org.mt</a>
8 	MUNICIPALITY OF REGGIO CALABRIA 1 LIVELLO LAVORO- SVILUPPO-RISORSE U.E. VIA VICENZA PALAZZO EX-DNMI REGGIO CALABRIA, ITALY	+39 0965 312728	+39 0965 814874	s.angioli@comune.reggio-calabria.it	<a href="http://www.comune.reggio-calabria.it">http://www.comune.reggio-calabria.it</a>