

CASE STUDY

This case study outlines how TRiFOCAL recruited Malta as a replication location through effective project networking.

Ministry for the Environment, Climate Change and Planning (MECP), Malta

The Ministry is responsible to ensure the implementation of the EU environment acquis, climate action and for environment protection on the Maltese Islands.

The project was led by the Directorate for the Environment and Climate Change (DECC) within the Office of the Permanent Secretary. DECC was set up to design, evaluate and oversee environment and climate change policies. DECC plays a monitoring role in the implementation of environment and climate related strategies and action plans, including waste.

Background

The TRiFOCAL project undertook networking activity with other London, UK and EU projects in order to add value to the project, for example in terms of increasing knowledge, networks or impact.

The LIFE communication guidelines¹ consider project networking to include activities such as meetings, events and information exchange with relevant projects, regardless of whether they have been funded by LIFE or other funding streams..

Objectives

The project team undertook desk research to identify suitable events for networking and connected these with other objectives in the project; in this case achieving the headline target to involve at least 10 European replication cities in the TRiFOCAL replication programme.

By early 2018, 8 European cities had already signed up to the replication programme. The project team set an interim target to recruit the remaining 2 cities by the end of 2018 by harnessing the power of networking activities.

Networking and dissemination activity

The LIFE programme has a representative (National Contact Point) in each EU country to support applicants by facilitating networking and information sharing sessions and running bid writing workshops. In recruiting Malta as a replication location, TRiFOCAL liaised primarily with the LIFE National Contact Point for Malta².

In 2018, the Maltese National Contact Point requested a site visit to the UK to exchange insights with recent LIFE projects, including TRiFOCAL. The UK national contact point facilitated direct contact with the TRiFOCAL team, and a meeting was set up for December 2018.

The objectives of TRiFOCAL and the Maltese National Contact Point for this meeting aligned. In line with the stated objectives above, TRiFOCAL aimed to use the meeting to establish a new relationship with Malta, with a view to signing up a new replication city. Meanwhile, the Maltese National Contact Point aimed to draw learnings from a successful LIFE proposal (i.e. live project) to build capacity and success rates for Maltese applicants to the LIFE programme.

¹ <https://ec.europa.eu/easme/en/section/life/life-communication#inline-nav-3>

² The Maltese National Contact Point is based within the Policy Development and Programme Implementation Directorate of the Ministry for the Environment, Sustainable Development and Climate Change (MESDC).

Following the meeting, the TRiFOCAL Project Manager, sent an email to the contact at The Ministry summarising and attaching relevant materials and information, reiterating the offer for Malta to participate in TRiFOCAL. The Maltese National Contact Point facilitated contact with the Directorate for Environment and Climate Change in the Maltese administration.

The materials were of interest and suggestions were offered on how the TRiFOCAL approach could be adapted and delivered in Malta. Following a detailed exchange via email, The Ministry formally accepted to participate in TRiFOCAL as a replication city.

Value of networking and partnership for Malta

Networking undertaken by The Ministry has resulted in a new relationship between the Directorate for Environment and Climate Change and the TRiFOCAL project, bringing wider benefits for Malta.

Malta participated in the TRiFOCAL replication programme as it was a key opportunity to build upon previous messages on food waste prevention and recycling. The TRiFOCAL project offered the chance to communicate important messages from an established campaign in a fun and engaging way, for a relatively low cost. Furthermore, the potential to conduct a pilot collection of organic waste from selected catering establishments alongside an awareness campaign also provided a stepping stone toward a new policy on organic waste separation in commercial entities.

The main benefit of replicating the TRiFOCAL campaign in Malta was an improved understanding of the logistical challenges and environmental opportunities for the separate collection of food waste from hospitality and food service businesses. There were also several indirect benefits, such as the catering establishments in the pilot project discussing forming an association to better manage waste collections and local issues, and several education leaders were keen to communicate the TRiFOCAL messages.

Value of networking & partnership for TRiFOCAL

The networking activities undertaken by the TRiFOCAL team resulted in a new replication location joining the project. This has directly contributed to one of the project’s headline targets while also providing substantive evidence of successful networking activity.

The campaign materials have been localised for another European context, offering potential to take the project’s messages to new audiences in Europe. The flyers were provided to stakeholders in English, adapted to the Maltese context (Figure 1). The materials used during the Malta campaign activity including the localised campaign posters and videos are available on the [TRiFOCAL resource bank](http://resources.trifocal.eu.com/).



Figure 1 – Version of the Small Change Big Difference flyers used in Malta

In addition, Malta has provided content suitable to support case studies in other aspects of the project. For example, The Ministry licenced 'Your Business is Food, don't throw it away' and worked with local Maltese businesses to pilot and promote separate collections of organic waste. This [case study](#) provides insight as to how the TRiFOCAL business engagement approach can be adapted and applied to another country's context.

Outcomes/Learnings

By harnessing the networking component of the LIFE funding, TRiFOCAL successfully recruited 3 additional replication cities to join the project, including Malta. The project team recognises the importance of first establishing an objective for the networking activity as this improves the effectiveness of participating in conferences, talks and meetings. Successful networking also encourages relationship building and further dissemination of the project messages/resources.

For Malta, the TRiFOCAL project was also promoted through several Information Sessions of the LIFE Capacity Building project, as well as a series of workshops on Business Against Food Waste, enabling further networking with various stakeholders. The networking activity ultimately enabled The Ministry to enhance its knowledge-base which will contribute to future policy in the sector with the input and support of the TRiFOCAL project, bringing benefits for the development of future environmental strategy in Malta.