

Annex 2

SOCIAL				
	VISION	STRATEGY	PROJECTS	RESOURCES
HAPPINESS	Where everyone feels happy;	Lifestyles=emotional Salary	Mafra active territory	Public and Private
	Happiness every day, for everyone;	Construction of homes and nursing homes		
CITIZENSHIP	Mafra is a family;	Citizenship and concern for others; Integration and leaving no one behind(vulnerable);	Support for large families	Public and Private
	zero poverty		Intergenerational and Migrant Integration	
	Safety and comfort; First age and last age;	Intergenerationality and Promotion of Active Aging	Homes with daycare centers (day and night)	
HEALTH	Health and well-being for all;	Promotion of healthy habits; Quality of life reducing disease risks	Reinforced health unit;	Public and Private
	Physical and mental well-being;	Good nutrition practices;	Food safety/nutrition training	
EDUCATION	Sharing knowledge and experiences;	Strategy for lifelong education	preschool education project	Public and Private
	Lifelong learning and training;	Valuing the knowledge of seniors	Dissemination and Universalization of the Senior Universities of the Municipality to the most isolated communities;	
	motivating education	Creation of educational institutions with local charisma (maritime, tourist, agricultural and musical)	Intergenerational Centers – Make the senior an ambassador of sustainability and for the transmission of values and knowledge	
	Research and Knowledge;	Schools managed by the municipalities in which they are located		
	Higher Education and Research Centers	Education integration in the social/business environment (training in a work context, integrated into school programs)	Create bridges between public/private schools and local companies;	
	More participatory environmental education			
	Training in all business areas	Training and qualification: raising public awareness, creating conditions for teaching, adapting training to needs and attracting training entities; Inclusion of work-based training in school CVs;	Create a link between companies and schools	
HOUSING	“I want to move to Mafra”;	Local housing strategy	Regulate builders' excessive profits and dedicate these values to families who work in the municipality	Public and Private
	Accommodation for the intended workforce	Redefinition of criteria for access to housing; Construction of social housing and training for housing preservation	Educate the population to avoid real estate speculation	
	That those who value Mafra can live in Mafra	Affordable housing for those who work or live	Accessible Youth Housing Project with priority for those who work and were born in Mafra	
	Affordable housing;	Containment measures in access to housing		
ENVIRONMENTAL				
	VISION	STRATEGY	PROJECTS	RESOURCES
ENVIRONMENTAL LEGACY	Involvement of all for a Green and Blue Mafra;	Habits of environmental sustainability; Reduce the environmental footprint;	Environmental awareness on a large scale	ALL
	A brighter environmental legacy; Harmony, Nature and man; Preservation of ecosystems;		Environmental training; Data Science and use of the community in the collection of information/data	
TERRITORY	Territory that, making use of resources, does not mortgage the future, self-sustainable in energy and water and circularity of resources	Enhance natural resources in their natural and sustainable development (from agriculture and sea to tourism)	Inventory of Resources, plan for use and enhancement see Energy4mafra	Public and Private
	Conservation, Preservation and Development of Natural Heritage and Biodiversity	Preservation of the Sea and Forests	Promoting forest heritage	
	Balanced urban pressure Use of natural resources for tourism			
RO	Achieve Net Zero;	Reduction of carbon emissions	Creation of renewable energy communities between industry and residential; Installation of Solar Panels in schools	

NET ZE	Best air to breathe	Limitation of car traffic in urban centers		Public and Private
	Use of unlimited renewable energies that are free	Removal of KVa limits on solar installations in order to increase the production of free energy	Biomass plant	
WATER	Sanitation solutions for all; Best quality of beaches	Increase local water and energy production		Public and Private
	Moving from linear to circular economy	Circular economy promotion strategy	Implementation of circular economy measures in waste treatment	Private
ECONOMIC				
PROSPERITY	Economically and financially sustainable territory where no one is left behind; Social Equity Policies; Family income that promotes security; Prosperity and fair distribution	Continuous training of economic agents That employers can receive enough value to pay high value to employees Attract skilled labor		Public and Private
	Green and affordable mobility; Inter-municipal mobility;	Electric buses/electric mobility Improvement of the internal transport network; Internal Mobility Strategy of the Territory of public harvest with capillary capacity. Accessibilities - roads	Project to increase the frequency of public transport Limitation of traffic in urban centers Dedicated corridor for public transport	Public and Private
	Local and sustainable production Access to opportunities for local citizens and institutions Territory that establishes synergies between the various actors Inspiring territory for creative and innovative industry. Promotion of industries linked to decarbonization and technology; Priority to industry and services quality tourism	Incentive to local production Local craft fairs Promote the local economy Management of the tourist offer; Promotion of gastronomy and wines through the qualification of the offer	Incentive to local agricultural production and large surfaces give priority to local Creating distinctive regional and local brands Projects in the primary sector and their dignification "Gastronomy and wine selection" project	Public and Private Private
DECENT WORK	I work for everyone with dignity; Family income that promotes security; Foster worker productivity through partnerships with the municipality	Training to increase productivity	Training/mentoring promoted by the municipality to increase and enhance the culture of productivity	Public and Private
INNOVATION	Innovative Business Centers	Space for creating a business center of excellence Promotion of Knowledge Generating Innovation	data science Sea Activities Innovation Laboratory	Public and Private
	Innovation, Entrepreneurship and Digitalization	Municipality 5G – digitization of procedures and infrastructure of the territory;	Operational Center for Environmental Sustainability/Sustainable Development	
	Inclusive society without excluded information;	internet accessibility		
CULTURAL				
ATTITUDE	being redneck is <i>Trendy</i> ;	Attitude and commitment;	Turn difficulties into opportunities;	Public and Private
IDENTITY	Having the pleasure of belonging to Mafra;	Preservation of Identity, that is, in the distinguishing factors	Support for local artists	Public and Private
	Promotion of roots and cultural identity	Transmission of intergenerational identity	Crafts dignification project	
	Maintenance of traditions and customs	Ecosystem of excellence;	work workshops	
GLOBAL	We share the concept "Attractive Universality of Mafra";	Mafra with open doors to the world;	Laboratories for experiments	Public and Private
PATRIMONY	Mafra is a convent, Mafra is bread, Mafra is Music, Ericeira is sea	Construction of a large auditorium	Valuation of Intangible and Immovable Heritage	Public and Private
	Polynuclear and diversified culture;	Preservation and Enhancement of Cultural Heritage	Ethnographic Museum in Ericeira	

GOVERNANCE

ALL

A Government of All for All; All are important;
 Engagement of communities in a proactive perspective
 Involve all local actors;
 Retention of talent in the county
 Diaspora for sharing good examples from the outside in
 Religious freedom

Information and awareness of the population
 Local trade support lines
 Strategies that promote the meeting of workers, promoted by the union of companies and the municipality to encourage profitability at work

Public
 Public and Private
 Civil Society

TRANSPARENCY

Transparency

Legislation and political decisions in line with private/companies

Participation and Coordination Forums

Public

PARTNERSHIPS

Partnerships between public and private as a means of achieving the objectives
 Promotion of partnerships between local associations
 Make Social Entrepreneurship grow - 4th Sector;
 Networking – knowledge and innovation community

Strategic Meetings to define common goals
 Creation of fairs/exhibitions of local products/local actors promotion of local partnerships and content from the region
 Support for youth and senior entrepreneurship (bureaucratization and tax benefits)
 Smart Intelligence strategies with the participation of knowledge promotion centers and users

Private initiative incentives
 Partnerships between the autarchy and the business world
 Encouraging civic participation/Cooperation between entities
 Sharing experiences of digital nomads (more futuristic and comprehensive); Bringing digital nomads to the discussion table

Public and Private