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ESSEDRA
Environmentally Sustainable Socio-Economic
Development of Rural Areas


Slow Food®
a project implemented by

**IPARD 2014-2020
MEASURES OF RELEVANCE
ESSEDRA PROJECT**

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EUROPEAN FORUM ON
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AND PASTORALISM



IPARD II - What is new? (programming level)

- *Country Strategy papers – section on agriculture and rural development*
- *Keep the existing menu of measures, with two new measures to be added: (1) forestry and (2) advisory services*
- *Strategy papers / programmes*
 - **Rural development strategies**
 - **Sector analyses**
 - **Draft programmes**



Rural development programme should include (1)

- *a glossary of terms used in the programme*
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- *a description of the strategy for the achievement of the priorities and a selection of measures, including the target setting on the basis of common indicators, to be provided with the programming guide;*
- *a description of each of the measures selected, including:*
 - **the definition of final beneficiaries;**
 - **the geographical scope,**
 - **the eligibility criteria,**
 - **monitoring indicators,**
 - **quantified target indicators.**



Rural development programme should include (2)

- *a description of actions taken to ensure the availability of sufficient advisory and technical capacity for the proper implementation of the programme;*
- *information on the complementarity with measures financed from the national policies, other policy areas of IPA and other donors as appropriate;*
- ...



List of IPRARD II measures

- *Investments in physical assets of agricultural holdings,*
- *Support for the setting-up of producer groups,*
- *Investments in physical assets concerning processing and marketing of agriculture and fishery products,*
- *Agri-environment-climate and organic farming measure,*
- *Establishment and protection of forests,*
- *Investments in rural public infrastructure,*
- *Farm diversification and business development,*
- *Preparation and implementation of Local Development Strategies - Leader Approach,*
- *Improvement of training,*
- **Technical assistance,**
- **Advisory services.**



Support aid

Public expenditure shall in principle not exceed a ceiling of 50% of the total eligible cost of the investment, with the following exceptions:

- **60%** for investment in physical assets of agricultural holdings.
- **65%** for investments: in physical assets of agricultural holdings made by **young farmers, in farm diversification and business development.**
- **70%** for investments in physical assets of agricultural holdings **in mountain areas.**
- **100%** for investments in/support for: rural infrastructure not of a nature to generate substantial net revenue, activities financed under the **Technical Assistance measure, establishment and protection of forests, preparation and implementation of Local Development Strategies - Leader Approach, setting-up of producer groups, agri-environment-climate and organic farming measure, improvement of training, advisory services.**



Investments in Physical Assets of Agricultural Holdings

- **National minimum standards** - *the whole holding* should comply national minimum standards in force regarding environmental protection and animal welfare by the end of the investment - in duly justified cases, derogation from this rule may be granted by the Commission. This must be clearly written in the IPARD Programme.
- **EU standards** - The **investment** when concluded must respect the relevant EU standards as regards environmental protection and animal welfare.
- **Business plan** - In case of smaller investments to be defined in the programme, a **simplified form of a business plan** can be accepted.
- Maximum and minimum size of farms and costs of investments → to be decided at national level

Investments in physical assets in processing and marketing of agricultural and fishery products

- Not later than at the end of the project (before a final payment), the **entire enterprise** must comply with the **main relevant national minimum standards** in force regarding **environmental protection, public health, animal welfare, and occupational safety**.
- If the national standards based on EU standards are particularly demanding, and only in duly justified cases, **derogation from this rule may be granted by the Commission**. This must be **clearly written in the IPARD Programme**.



Agri-environment- climate measure

- Measure at **pilot level**, targeted on limited number of areas, geographically well- defined with identified environmental objectives,
- Beneficiaries could be **farmers** or **group of farmers**
- **Eligible land** – not only UAA, it could include "**potential**" agricultural land such as abandoned land. This flexibility makes it possible to implement the type of operation on land which is valuable for the environment .
- **Minimum 5 years** voluntary commitments



Agri-environment- climate measure (2)

- **Relevant knowledge** - the country should ensure that each beneficiary before undertaking any type of operation(s) will possess relevant knowledge necessary to the successful implementation such type of operation
- **Baseline** – Agri-environment – climate support covers only the voluntary commitments going beyond the reference level (baseline) . Baseline has as objective to ensure that the level of AEC commitments goes sufficiently high and the premiums are not paid for what is required by law



Agri-environment- climate measure - payments

- Payments should cover all or part of additional costs and income forgone arising from the implementation of the activity by a beneficiary comparing to the baseline practices reflecting agricultural conditions and the normal agricultural production methods as far as possible according to the site.
- In justified cases, the **transaction costs might be allowed**. The methodology must include information regarding the type of those costs, **their value as well as payment methods** (e.g. as **one-off payment or as part of each annual payment**). (Examples include: **information collection** and **knowledge acquisition** necessary for the efficient implementation of the type of operation; preparation of specific plans of activities for such implementation; **fees related to registration/permits** etc.)

IMPLEMENTATION OF LOCAL DEVELOPMENT STRATEGIES - LEADER APPROACH

- LEADER under IPARD – as similar as possible to Member States
- Selection of LAGs – territories with sufficient coherence and critical mass, namely 5 000 – 150 000 inhabitants, including settlements with a population of less than 25 000. A LAG shall be an officially registered legal entity
- Measures:
 - Technical Assistance – for potential LAGs; Acquisition of skills, animating the inhabitants of rural territories; Implementation of local development strategies; Cooperation projects
 - Relevant IPARD measures for realization of local projects under LDSs



FARM DIVERSIFICATION AND BUSINESS DEVELOPMENT

- *Final beneficiaries are **farmers and any other private legal entities operating in rural areas responsible for undertaking the operation** (micro and small-sized enterprises, including **craft enterprises**, which have the potential for carrying out the project as well as any type of **legal person established by rural population in rural areas** Legal entities established outside of rural areas, can be also eligible if supported investments/activities are located in rural areas.*
- *The projects under this measure **should be in general of a small scale***



FARM DIVERSIFICATION AND BUSINESS DEVELOPMENT (2)

- *Eligible investments*
- *“on-farm investments” – different from investment in physical assets of agricultural holdings*
- ***Other investments**, promoted in rural areas, e.g. in villages, to increase the economic activity*
- *Examples of other investment :*
 - providing **services to farmers** (e.g. “machinery rings”, repair of agricultural machinery, etc.);
 - providing any type of **general services to rural population**, such as kindergartens, IT centres, houses for the elderly, transport services, etc., as well as establishing community village centres;
 - **local craftsmanship and small scale processing and marketing of local agricultural or forestry products. This may include the processing and marketing of traditional local food or non-food specialities.**



IMPROVEMENT OF TRAINING

- *Purpose of the measure – to improve the occupational skills of persons engaged in the agricultural/ food/ forestry sector /craftsman / fishery/rural tourism*
- *Final beneficiaries are the training providers; participants – the persons engaged in the agricultural/food/forestry sector*
- *Assistance only for courses which are not part of normal programmes or systems of education at secondary or higher levels*
- *The country should prepare a training needs assessment (analysis of the training needs and objectives; criteria for the selection of training providers; curriculum of possible training courses)*
- *Eligible costs: (a) costs related to the organisation and delivery of training courses; (b) accommodation and meals. Per diems are not eligible*
- *Training providers can be: private, public, national, from EU and candidate countries*
- *Demonstration/study visits can be included as part of the programme of a training course*



Advisory services

- **Beneficiaries** - *The authorities or bodies providing advice could include: public advisory services, sector organisations (such as agricultural chambers), development agencies, NGOs, municipal councils, etc.). Advice shall be provided free of charge to farmers, forest holders and SMEs in rural areas.*
- **Eligible expenditures**
 - Group advises
 - costs related to the preparation of applications for aid and project plans; costs of advisory services provided during project implementation, such as preparation of payment claims;
 - **costs of training of advisers related to the IPARD measures costs incurred in organising and delivering the training to the advisors** (e.g., salaries of employees, travel costs, material prepared for the training, costs related with the place where the training is delivered, etc.).



IPARD II - Timing

Policy document	2013	2014			
	Q4	Q1	Q2	Q3	Q4
IPA Regulation					
Rules of Application					
Strategic IPA Programming Framework					
Country Strategy Papers					
Framework agreements					
2014 Programmes					



Where can we participate

- **Preparation of Programme**
 - Participating in technical working groups for measure design
 - Taking part in consultation, negotiation process on different stages (strategy and prioritisation process) of planning process, public hearings
- **Implementation of Programme**
 - Monitoring, Evaluation by being member of Monitoring Committee or Evaluation Steering Group
 - Active dissemination of information to members on programme opportunities



To conclude.....

- *We have to act now*
- *To be proactive*
- *To work with other organizations and farmers*
- *To have clear, simple and well justified proposals*
- *If we do not succeed the first time than we can always be back and better!*

