



Rural Development Programme 2014–2020

General introduction and key updates in
the programme

Presentation package 1/3



Contents

- Europe 2020 strategy objectives
- Strategy priorities
- Rural Development Programme objectives
- Programme contents
- Measures (introduced in presentation packages 2 and 3)
- Funding
- Monitoring and evaluation
- Ex ante conditionalities
- Managing Authorities of the programme
- Electronic support application system
- New features of the programme
- The Rural Network
- Communication



Europe 2020 strategy objectives

The EU Common Agricultural Policy must meet new food, natural resources and territorial challenges



SMART growth:

- Innovations and competence, green technology and application of research results
- Social innovations

INCLUSIVE growth:

- Local development and agricultural diversification
- Options after the structural reform of agriculture

SUSTAINABLE growth:

- More efficient use of natural resources and public goods
- Reduction of greenhouse gas emissions, fostering carbon conservation and sequestration and development of bioenergy
- Sustainable land use and biodiversity



Three strategic priorities



The Rural Development Programme aims to

Promote bioeconomy and, as part of it, agriculture that is economically, socially and ecologically sustainable and ethically acceptable.

Diversify rural industries and create employment by improving the competitiveness of businesses, supporting new entrepreneurship and promoting the networking of companies.

Improve vitality and quality of life in rural areas by strengthening independent local activities.



Rural Development Programme objectives



1. Improved skills and dissemination of information, and more innovations and co-operation in rural areas

2. More effective climate change mitigation and adaptation

3. Increased biodiversity, improved status of water bodies and soil in agricultural use

4. Diversification of rural enterprising and higher employment, better services and improved possibilities for participation

5. Improved competitiveness of agricultural production

6. Rural enterprises respond to consumer demand and values by producing high-quality food and by improving animal welfare



Quantitative objectives



	Objective
Number of those who participated in training	25.000 persons
Farms having received investment support	7.000 farms
Young farmers having received setting up support	2.700 farms
Companies having invested in the processing, marketing and development of agricultural produce and foodstuffs	550 companies
Farms having committed to improving animal welfare	4.500 farms
Farms having received advice	43.000 farms
Commitment to agri-environment-climate measures	83 % of utilized agricultural area
Commitment to organic production	16 % of utilized agricultural area
Startups and business development	6.000 companies
Jobs created	5.700 jobs
Projects	
-development of services and villages	3.500 projects
-broadband projects	100 projects
-cooperation actions	310 projects



Programme contents



Current status
analysis + SWOT

Indicator plan

Financing plan

Monitoring and evaluation

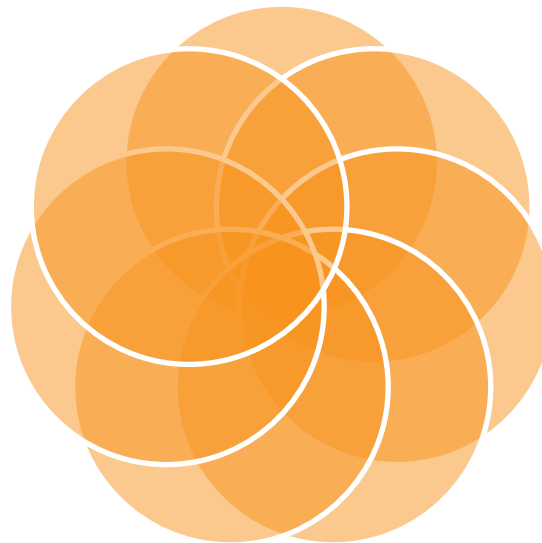
Needs

- the environment, the climate and innovations are cross-cutting programme objectives

Strategy

- objectives, selected measures, allocation of funding and priorities

Measures



Measures selected for the programme

Knowledge transfer and information actions

Advisory services

Investments in physical assets

Setting up support

Farm and business development

Development of services and villages

Environment payments

Organic production

Natural constraint payments

Animal welfare

Co-operation

Leader



Public* funding for the Rural Development Programme

Measure	EUR million
Knowledge transfer and information actions	80
Advice	34
Investments in physical assets	1,035
- of which fully national additional financing	656
Farm and business development	402
- of which fully national additional financing	67
Development of rural services and villages	80
Environment payments	1,586
Organic production	326
Natural constraint payments	3,734
- of which fully national additional financing	1,924
Animal welfare	458
Cooperation and innovations (incl. EIB)	160
Leader	300
Technical assistance	70
Total	8,265

* Additional to private inputs, e.g. investments and voluntary work





Monitoring and evaluation

- Monitoring and evaluation system indicators will be used to monitor the programme's initial level, funding implementation, outputs, results and impacts.
- The Monitoring Committee will evaluate progress made with programme implementation and approve annual reports
- Beneficiaries of the Rural Development Programme measures and Leader groups must undertake to provide all information needed for the monitoring and evaluation of the programme (1305/2013 art. 71)
- Programme impacts will be monitored as stated in its monitoring and evaluation programme.



Ex-ante conditionalities

1/2



- The Member States must assess whether ex-ante conditionalities are applicable to the specific objectives of their programmes and whether the ex-ante conditionalities are fulfilled
- Ex-ante conditionalities under the General Regulation:
 - Administrative capabilities for combating discrimination and promoting gender equality and the rights of persons with disabilities
 - Effective application of European Union public procurement legislation
 - Effective application of European Union State aid legislation
 - Arrangements for the effective application of EIAs and SEAs
 - A statistical template and a result indicator system exist for assessing programme effectiveness and impacts



Ex-ante conditionalities

- Ex-ante conditionalities in the Regulation on rural development
 - risk prevention and management: national and regional risk assessments (including climate change adaptation)
 - good agricultural and environmental condition is defined in national legislation and specified in the programme. Minimum requirements applicable to fertilizers and plant protection products as well as other relevant national standards are detailed in the programme
 - measures relevant to improving energy efficiency, water pricing policy and costs of water services, and promoting the production and distribution of renewable energy have been taken
 - national and regional plans for achieving Union targets regarding high-speed Internet access have been prepared



Managing Authorities of the programme



Ministry of Agriculture and Forestry

Programme Managing Authority
Programme document, legislation
Follow-up of implementation

Agency for Rural Affairs

As the Managing Authority:

Implementation/steering of the ELYs,
monitoring and electronic systems

As the Paying Agency:

Payment and control of funds

Rural Network Services

Communication, organisation
of training, networking of
actors, best practices, support
for internationalisation etc.

ELY Centres (15)

Regional plan implementation

Management Authority:

Decisions: project and
business support, structural
assistance for agriculture and
organic farming and
environmental contracts
Training and advisory services

Paying Authority:

Payments and control

Leader groups (~55)

Implementation of local
development strategies:

Animation, thematic
projects
Project and business
support: project proposals
to ELY Centres

Municipalities/(co- management areas)

Administration/decisions/recovery
related to farming supports:
environment commitments and
natural constraint payments,
animal welfare payments
Training for farmers
Project implementer, provider of
Leader co-financing (20%)

E-services for project, business and structural supports

"A new online service called Hyrrä has been set up for the different rural support forms. It takes applicants through the support process from beginning till end - from submitting an application until the time when the money is transferred into the applicant's account. Instead of running from one window to the next and dealing with loads of paperwork, everybody can focus on what is essential in their work."

- E-services can be used anywhere and at any time through a system that is available 24/7
- The system guides and advises users in completing their applications
- Electronic applications will be received from 2015
- For more information, visit mavi.fi/hyrra



New opportunities under the programme

1/5

- Advisory services
 - a completely new measure
- Environment payments
 - Fully updated structure, also includes familiar measures
 - Smoother administration, a more targeted approach
- Non-productive investments
 - The target group and range of eligible investments have been expanded, simplified cost procedures to be introduced
- Organic production
 - Now a separate measure
 - An ambitious target: 20% of production organic in 2020



New opportunities under the programme

2/5

- Natural constraint payments
 - Span of one year
 - Minimum area of 5 hectares, in the archipelago 3 hectares
 - Extended eligibility: includes permanent grassland covered by farm payments
 - Degressive approach: payment levels start declining after 150 hectares (-10%) and 300 hectares (-20%)
- Animal welfare payments
 - Conditions for bovines and pigs have been modified based on past experience, animal health care improved by advisory services
 - Conditions for sheep, goats and poultry as a new feature
 - One-year commitments



New opportunities under the programme

3/5

- Rural business support
 - More extensive support for startups, based on a business plan
 - Support for micro and small enterprises (excluding food sector companies)
- Knowledge transfer and information actions
 - The measure concerning knowledge transfer includes more training offered for groups, while advisory services for farms are a separate measure. Training for rural residents through Leader.
- Development of rural services and villages
 - Versatile opportunities continue to be offered, however support for broadband access can only be applied as part of small-scale "village network" projects.



New opportunities under the programme

4/5

- Co-operation
 - More extensive possibilities for research, development and innovation projects, company cooperation and internationalisation
 - Agriculture and forestry innovation groups and State aid procedures as a new feature
- Leader
 - Increasing focus on young people, development of industries, renewal of services and internationalisation
- Technical assistance
 - No significant changes in uses or amounts, which will only be adjusted to match cost increases



New opportunities under the programme

5/5

- Setting up support for young farmers
 - Certain changes in individual conditions, maximum amount of support remains the same (at maximum, EUR 70,000) but there may be changes between the support forms (level of support, amount of interest support, exemptions from transfer tax)
 - In the future, maximum age for applicants will be 40 years, the support period will be cut to no more than five years also in the case of interest support, support must be applied for before setting up as a farmer, selection criteria applied continuously
- Agricultural investment support
 - As a whole, changes in the investment support system will be minor. Individual modifications will be made due to new EU legislation, objectives or needs for change observed in practical-level implementation
 - Minor changes in such aspects as support targets, eligible costs, support levels, maximum payment amounts, and payment conditions. Continuous application of selection criteria.
- Increased focus on impact assessment



The Rural Network 2014-2020 1/2



- Objectives

- promoting stakeholder participation in rural development;
- improving the quality and, in particular, regional visibility of rural development programmes;
- communicating information about the opportunities of rural development to potential beneficiaries;
- communicating information about programme implementation and results to actors and the general public;
- innovations in rural industries, farming, food production, forestry and rural services, renewal of businesses and industries.



The Rural Network 2014-2020 2/2



- The steering group will formulate policies and follow up the activities. The Network will have thematic working groups: the environment, entrepreneurship, innovations, young people...
- The Rural Network will be coordinated by the Rural Network Services at the Agency for Rural Affairs.
- EUR 10 million and 7 person-years have been allocated to the Network from the beginning of 2015. Head of Unit Teemu Hauhia.
- Will promote the achievement of the Rural Network's objectives by means of communication, training, sharing of good practices and promotion of internationalisation.



Communication



MAASEUTU.FI



- In the Rural Network, communication will be everybody's business. The communication policies will be set out in a shared communication plan drawn up under the Ministry of Agriculture and Forestry's leadership.
- Communication will be up to date, non-technical and tailored to the target groups.
- Main focus will be on electronic channels. Content production for Maaseutu.fi will be encouraged: project presentations, guest writers, events, a rural affairs discussion forum.
- Cooperation within the communication network will be strengthened. The objective will be to have actors engaging in communication in each region.
- The Network Services will produce tools for the entire communication network. The regions need to make their voices heard in national communication.



Objectives and target groups of communication



Spreading awareness of opportunities offered by the programme (potential beneficiaries)

Awareness of the programme's impacts, availability of information about outcomes achieved on EU financing (beneficiaries, general public, decision-makers)

Increased cooperation between rural actors, spreading of good ideas and practices, increased competence (Rural Network actors, those engaged in rural development)

An increasing number of people will agree with the claim that rural areas produce well-being for the entire country and may contribute to solving climate and environmental problems (general public, decision-makers).

