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DEVELOPMENT OF NON- AGRICULTURAL ENTERPRISES IN RURAL AREAS IN THE EU



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DEVELOPMENT OF NON-AGRICULTURAL ENTERPRISES IN RURAL AREAS IN THE EU

The rural areas in Europe have a significant role in achieving the EU goals of growth since over 56% of the inhabitants in the EU27 member states live in rural areas and 91% of the EU's surface area is classified as rural area (European Commission 2008). The rural enterprises in the member states are supported through different mechanisms one of them being rural development policy implemented through Rural Development Programmes (RDP).

In this thesis the content of seven Rural Development Programmes 2014-2020 were analysed to compare how the RDPs support the non-agricultural rural enterprises. The programmes were Austria, Estonia, Finland – mainland, Finland – Åland, Germany – Mecklenburg-Vorpommern, Slovenia and United Kingdom – England and the measures studied: 01 'Knowledge transfer', 02 'Advisory services', 06 'Business development', 16 'Cooperation', and 19 'Leader'.

The support operations under 'Knowledge transfer' focus on the entrepreneurship and enterprises, entrepreneurial skills, cooperation, and the environment. 'Advisory services' give advice to entrepreneurs on entrepreneurial and environment issues. 'Business development' offers variety of operations for supporting non-agricultural enterprises from developing the economic activities to cooperation not forgetting the environmental aspects. 'Cooperation' boosts the enterprises by offering a variety of national and international cooperation possibilities. 'Leader' focusses on the local development; origin from the local needs, and can also be aimed at local enterprises.

The RDPs support the EU objectives of competitiveness and growth not forgetting innovation and the environment. The supported activities in the rural areas in different regions depend on local development needs; the division between the other EU co-financed instruments; and nationally supported activities in the regions. The core elements of the support for the rural non-agricultural enterprises in the analysed RDPs are creation and development of enterprises, entrepreneurship and improving business skills.

KEYWORDS:

Agricultural policy, entrepreneurship, rural areas, rural development, rural enterprises, rural policy

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MAATALOUDEN ULKOPUOLISTEN YRITYSTEN KEHITTÄMINEN EU:N MAASEUTUALUEILLA

Euroopan maaseutualueilla on merkittävä rooli EU:n taloudellisten kasvutavoitteiden saavuttamisessa, koska yli 56 % EU27 jäsenvaltioiden asukkaista elää maaseudulla, ja 91 % EU:n pinta-alasta on luokiteltu maaseutualueeksi (Euroopan komissio 2008). Jäsenvaltiot tukevat maaseutualueidensa maatalouden ulkopuolista yritystoimintaa erilaisilla tavoilla. Eräs tukimekanismi on maaseudun kehittämiss politiikka, jota toteutetaan maaseudun kehittämiss ohjelmien avulla.

Tässä opinnäytetyössä vertaillaan seitsemän eri maaseudun kehittämiss ohjelman 2014–2020 maaseudun ulkopuolisille yrityksille suunnattuja tukitoimenpiteitä. Työssä vertailut ohjelmat olivat Itävalta, Viro, Manner-Suomi, Ahvenanmaa, Saksa – Mecklenburg-Etu-Pommeri, Slovenia ja Iso-Britannia – Englanti ja vertailut toimenpiteet 01 "Tietämyksen siirto", 02 "Neuvontapalvelut", 06 "Yritystoiminnan kehittäminen", 16 "Yhteistyö" ja 19 "Leader".

Tuettava toiminta toimenpiteessä Tietämyksen siirto keskittyy yrittäjyyteen ja sen tukemiseen yrittäjien tiedonlisäämisen avulla. Neuvontapalvelut keskittyvät yrittäjille annettavaan neuvontaan yrittäjyyteen ja ympäristöön liittyvissä asioissa. Yritystoiminnan kehittämissä tuetaan liiketoiminnan tehostamista sekä uusien yritysten perustamisesta. Yhteistyötoimenpiteessä tuetaan erilaisia kansallisia ja kansainvälisiä yhteistyömahdollisuuksia. Leader-toimilla tuetaan paikallislähtöistä kehittämissä, joko voi kohdistua myös paikallisen yritystoiminnan kehittämissä.

Maaseudun kehittämiss ohjelmat tukevat omalta osaltaan EU:n tavoitteita kilpailukyyn parantamisesta ja taloudellisesta kasvusta. Maaseudun kehittämiss ohjelmiin valitut toimenpiteet riippuvat paikallisista kehittymistarpeista, muista EU-osarahoitteisista tukitoimista sekä siitä, kuinka maatalouden ulkopuolista yritystoimintaa tuetaan kansallisesti. Maaseudun kehittämiss ohjelmat keskittyvät yritystoiminnan luomiseen ja kehittämissä yrittäjyyttä tukemalla sekä liiketoimintaosaamista parantamalla.

ASIASANAT:

Maaseudun kehittäminen, maaseutu, maaseutupolitiikka, maaseutuyritykset, maatalouspolitiikka, yritystoiminta

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LIST OF ABBREVIATIONS

Abbreviation	Explanation of abbreviation
ANC	Areas of Natural Constraints
CAP	Common Agricultural Policy
CF	Cohesion Fund
CFP	Common Fisheries Policy
CLLD	Community-led Local Development
CPP	Commission Position Paper
CPR	Common Provisions Regulation
CSF	Common Strategic Framework
DG	Directorate General
EAFRD	European Agricultural Fund for Rural Development
EAGF	European Agricultural Guarantee Fund
EMMF	European Maritime and Fisheries Fund
ERDF	European Regional Development Fund
ESF	European Social Fund
ESIF	European Structural and Investment Funds
GDP	Gross Domestic Product
GNI	Gross National Income
ha	Hectare
LAG	Local Action Group
LDS	Local Development Strategy
NUTS	Nomenclature of territorial units for statistics
PA	Partnership Agreement
R&D	Research and Development
R&I	Research and Innovation
RDP	Rural Development Programme

SME	Micro, small and medium-sized enterprise
TEN-T	Trans-European Transport Network
TO	Thematic Objective

1 INTRODUCTION

The European Union (EU) economy is entering its third year of recovery in 2015, but the economic growth rate is low and has yet to reach pre-crisis levels. Lower oil prices are expected to support domestic demand, while the euro's depreciation supports exports. With the help of policy measures such as the EU Investment Plan, GDP is forecast to grow in 2015 by 1.3% in the euro area and 1.7% in the EU. (European Commission 2015a, 9.) The Investment Plan for Europe is a package of measures to unlock public and private investments in the real economy of at least EUR 315 billion over the period of 2015-2017 (European Commission 2014a).

The realisation of the Investment Plan is a joint effort and all sources, including the European Structural and Investment Funds (ESIF). The ESIF can be used in a more efficient manner by focusing on key areas and capitalising on every euro invested via a multiplier effect. This implies an increased use of financial instruments in the form of loans, equity and guarantees, instead of traditional grants. (European Commission 2014a). Through the European Structural and Investment Funds the Cohesion Policy, the Maritime and Fisheries Policy, and the Rural Development Policy are carried out. These policies contribute also to the Europe 2020 strategy which is the growth strategy for EU for the 2010's aiming to increase employment and innovation, improve education, enhance social inclusion; and reduce the greenhouse gas emissions. (European Commission 2015b.)

The rural areas in Europe have a significant role in achieving the goals of growth since, according to the European Commission (2008), over 56% of the inhabitants in the EU27 member states live in rural areas and 91% of the EU's surface area is classified as rural area.

In this thesis seven Rural Development Programmes (RDPs) are analysed and compared to study how non-agricultural enterprises, i.e. the enterprises without any connections to farming or forestry activities located in the rural areas are

supported through the RDPs. The analysed RDPs were Austria, Estonia, Finland – mainland, Finland – Åland, Germany – Mecklenburg-Vorpommern, Slovenia and United Kingdom – England.

The Rural Development Policy which is the Pillar II of the Common Agricultural Policy (CAP) is implemented in the member states and their regions through the rural development programmes. The pack of rural development regulations set the framework for the support mechanisms but within the frames the member states and regions can select the detailed approach how to support the non-agricultural enterprises. The RDPs contain several measures for the supporting the entrepreneurs. In this thesis the focus is on measures 01 'Knowledge transfer', 02 'Advisory services', 06 'Business development', 16 'Cooperation', and 19 'Leader'. The study was carried out by using method of content analysis.

2 ENTREPRENEURSHIP AND RURAL AREAS

2.1 Enterprise and Entrepreneurship

Commission Recommendation (2003) on the definition of the SMEs says in the article 1 that an enterprise is considered to be any entity engaged in an economic activity, irrespective of its legal form. This includes, in particular, self-employed persons and family businesses engaged in craft or other activities, and partnerships or associations regularly engaged in an economic activity.

The article 2 of the Commission Recommendation (2003) determines the enterprise categories according the staff headcount and financial ceilings as follows:

1. "The category of micro, small and medium-sized enterprises (SMEs) is made up of enterprises which employ fewer than 250 persons and which have an annual turnover not exceeding EUR 50 million, and/or an annual balance sheet total not exceeding EUR 43 million.
2. A small enterprise is defined as an enterprise which employs fewer than 50 persons and whose annual turnover and/or annual balance sheet total does not exceed EUR 10 million.
3. A microenterprise is defined as an enterprise which employs fewer than 10 persons and whose annual turnover and/or annual balance sheet total does not exceed EUR 2 million."

The implementation of the SME definition has been regularly monitored by the European Commission DG Enterprise and Industry and it has been agreed that there is no need for a revision of the SME definition for the time being. (European Commission 2014b.)

According to the Eurostat (2011, 11, 20) the vast majority (99.8%; 20.9 million) of enterprises active within the EU27's non-financial business economy in 2008 were SMEs. The SMEs accounted for two out of every three jobs (66.7%) and for 58.6% of value added within the non-financial business economy. More than nine out of ten (92.0%) enterprises in the EU27 were micro-enterprises; their

relative share of the non-financial business economy workforce and value added was considerably lower at 29.0% and 21.8%. Across the whole of the EU27's non-financial business economy, SMEs accounted for 58.6% of the EUR 6,176 billion of value added generated in 2008. The contribution of SMEs to total value added was lower than their contribution to employment (66.7%), resulting in a lower level of apparent labour productivity.

2.2 Rural Areas

The European Commission (2013a, 16) in its report on Rural Development in the EU claims that although "rural" areas have been analysed in many countries for decades, there is no single internationally accepted definition of rural as a concept. This is because of

1. The various opinions of what is and what is not rural and of the elements characterising "rurality" (natural, economic, cultural, etc.);
2. The inherent need to have a tailor-made definition according to the "object" analysed or the policy concerned;
3. The difficulty to collect relevant data at the level of basic geographical units (administrative unit, grid cell, plot, etc.).

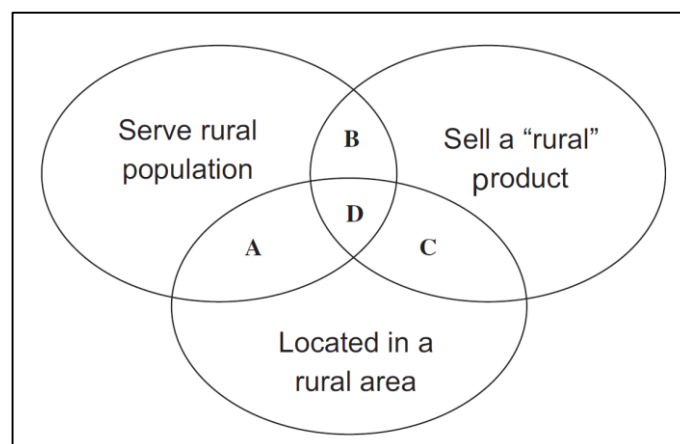
For statistical reporting the methodology must be able to define the rural character of NUTS (Nomenclature of territorial units for statistics) regions, as most socio-economic data are usually only available at this level. In 2010, the European Commission agreed on a new typology of predominantly rural, intermediate and predominantly urban regions. The aim of the typology is to provide a consistent basis for the description of predominantly rural, intermediate and predominantly urban regions in all Commission communications, reports and publications. The classification at NUTS 3 level is widely used in this report to represent data and analysis. (European Commission 2013a, 16, 49.)

The method underlying the new typology is based on a population grid of one square kilometre resolution and builds on a simple approach to create clusters of urban grid cells with a minimum population density of 300 inhabitants per km²

and a minimum population of 5,000 inhabitants. All the cells outside these urban clusters are considered as rural. If more than 50% of the total population lives in rural grid cells, the region is classified as predominantly rural. Regions where 20-50% of the population lives in rural grid cells are considered intermediate, while those with less than 20% in rural grid cells are predominantly urban. (European Commission 2013a, 49.)

2.3 Characteristics of Rural Enterprises

Bosworth (2012) has in his article characterised rural businesses. Bosworth (2012, 502) claims that geographical location is clearly an important factor when characterising rural businesses (Picture 1). He also sees that nature is at the heart of the rural business activity and many rural businesses have a close relationship with nature. As well as the sense of serving the community is integral to the perception of many rural businesses.



Picture 1. Categorising rural businesses (Bosworth 2012, 503).

According to Bosworth (2012, 503) "in terms of defining rural businesses, the importance of "service" to maintaining a loyal rural customer base can be taken as one parameter for categorisation. Along with being "located in a rural area" and "serving a rural customer base", a third parameter is "selling a rural product", whether food or other nature products, traditional crafts, recreation activities or environmental goods."

This thesis focuses on the non-agricultural enterprises locating in rural areas. Therefore, when Bosworth talks about non-agricultural businesses in rural areas with the argument "selling a rural product", it is not relevant in this context nor is his argument "serve rural population" relevant, because rural population is just one of the potential customer segments.

3 EU STRATEGIES AND POLICIES RELATED TO RURAL AREAS

3.1 Europe 2020

The European Union (EU) has a growth strategy for the 2010's called Europe 2020 (European Commission 2015b). The strategy was adopted in June 2010 and it replaced the Lisbon strategy 2000-2010 (Civitas 2012). Europe 2020 is aiming the EU to become a smart, sustainable and inclusive economy. These three priorities should help the EU and the member states deliver high levels of employment, productivity and social cohesion. Concretely, the Union has set five ambitious objectives on 1) employment; 2) innovation; 3) education; 4) social inclusion; and 5) climate/energy to be reached by 2020. Each member state has adopted its own national targets in each of these areas. (European Commission 2015b.)

The EU has been working hard to move beyond the economic crisis and create the conditions for a more competitive economy with higher employment. The Europe 2020 strategy is thought to bring growth to the region with smart and more effective investments in education, research and innovation while supporting sustainable move towards a low-carbon economy, and simultaneously having strong emphasis on job creation and poverty reduction. (European Commission 2014c.)

The five targets for the Europe 2020 are:

1. Employment: 75% of the 20-64 year-olds to be employed
2. R&D: 3% of the EU's GDP to be invested in R&D
3. Climate change and energy sustainability: greenhouse gas emissions 20% (or even 30%, if the conditions are right) lower than 1990; 20% of energy from renewables; 20% increase in energy efficiency

4. Education: Reducing the rates of early school leaving below 10%; at least 40% of 30-34 year-olds completing third level education
5. Fighting poverty and social exclusion: at least 20 million fewer people in or at risk of poverty and social. (European Commission 2015c.)

To implement the Europe 2020 strategy, member states have established "National Reform Programmes" (NRP), which, among others, quantify national expected contributions to the corresponding targets for the Union identified by the Europe 2020 strategy (European Commission 2014d, 6). National Reform Programme is a document which presents the country's policies and measures to sustain growth and jobs and to reach the Europe 2020 targets. The National Reform Programme is presented in parallel with its Stability/Convergence Programme, which sets out the country's budgetary plans for the coming three or four years. (European Commission 2015d.)

The progress in implementation of National Reform Programme is subject to peer review with annual updating of NRP during the European semester. The European Council can issue specific recommendations to the member states to foster national reform processes. (European Commission 2014d, 6.) These Country-Specific Recommendations are documents prepared by the European Commission for each country, analysing its economic situation and providing recommendations on measures it should adopt over the coming 18 months. They are tailored to the particular issues the member state is facing and cover a broad range of topics: the state of public finances, reforms of pension systems, measures to create jobs and to fight unemployment, education and innovation challenges, etc. The final adoption of Country-Specific Recommendations prepared by the Commission is done at the highest level by national leaders in the European Council. (European Commission 2013b.)

3.2 European Structural and Investment Funds, ESIF

3.2.1 General

The Structural and Investment Funds (ESIF) are jointly managed by the European Commission and the member states in accordance with the principle of subsidiarity. This principle means that the EU does not take action unless it is more effective than action taken at national, regional or local level. (European Commission 2014e, 8.) The EU's five Structural and Investment Funds (ESIF) are:

- European Regional Development Fund (ERDF)
- European Social Fund (ESF)
- Cohesion Fund (CF)
- European Agricultural Fund for Rural Development (EAFRD)
- European Maritime and Fisheries Fund (EMFF) (European Commission 2015e).

The Cohesion policy is the policy behind the hundreds of thousands of projects all over Europe that receive funding from the European Regional Development Fund (ERDF), the European Social Fund (ESF) and the Cohesion Fund (CF). (European Commission 2014f). The Rural Development Policy is implemented through the Rural Development Programmes. The EMFF is the fund for the EU's Maritime and Fisheries policies for 2014-2020 (European Commission 2015f).

The Cohesion Policy has set 11 thematic objectives supporting growth for the period 2014-2020:

1. Strengthening research, technological development and innovation
2. Enhancing access to, and use and quality of, information and communication technologies
3. Enhancing the competitiveness of SMEs
4. Supporting the shift towards a low-carbon economy

5. Promoting climate change adaptation, risk prevention and management
6. Preserving and protecting the environment and promoting resource efficiency
7. Promoting sustainable transport and improving network infrastructures
8. Promoting sustainable and quality employment and supporting labour mobility
9. Promoting social inclusion, combating poverty and any discrimination
10. Investing in education, training and lifelong learning
11. Improving the efficiency of public administration.

Investment from the ERDF will support all 11 objectives, but the objectives 1-4 are the main priorities for investment. Main priorities for the ESF are 8-11, though the Fund also supports 1-4. The Cohesion Fund supports objectives 4-7 and 11. (European Commission 2015g.)

The Cohesion Policy, the Rural Development Policy and the Maritime and Fisheries Policy, the respective funds have been grouped under a Common Strategic Framework which sets the strategic vision of the Union for the use of the European Structural and Investment Funds (ESIF) in the programming period 2014-2020. (European Commission 2014d, 6).

The Common Provisions Regulation (CPR) establishes 11 Thematic Objectives (TO), derived from the Europe 2020 objectives, to which the ERDF, ESF, CF, EAFRD and EMFF (the ESI Funds) are expected to contribute within the scope of their respective fields of action (Picture 2, p. 24). The CPR represents the common strategic guidelines of the Union for all the ESI funds for the next programming period, thus replacing the separate set of strategic guidelines currently existing for each specific fund. In this way the five funds will better contribute to address the needs identified in the regions and reach the objectives for a smart, sustainable and inclusive growth. (European Commission 2014d, 6.)

3.2.2 Partnership Agreement, PA

The Partnership Agreements between the European Commission and individual EU member states set out the plans of the national authorities on how to use funding from the European Structural and Investment Funds during the period of 2014-2020. The Partnership Agreements outline strategic goals and investment priorities of each country, linking them to the overall aims of the Europe 2020 strategy for smart, sustainable and inclusive growth. (European Commission 2015e.)

The Partnership Agreements are negotiated between the European Commission and national authorities, following their consultation of various levels of governance, representatives from interest groups, civil society and local and regional representatives. The starting point for these Partnership Agreements were the position papers produced by the Commission services in 2012 for each member state setting out how EU investments should support smart, sustainable and inclusive growth by focusing on key advantages and important growth sectors in regions and member states. (European Commission 2014g.) All the Partnership Agreements from the 28 EU member states have been adopted in 2014 which allows the adoption of Operational Programmes and Rural Development Programmes.

3.2.3 European Regional Development Fund, ERDF

According the European Commission (2014h) the aim of the European Regional Development Fund (ERDF) is to strengthen economic and social cohesion in the European Union by correcting imbalances between its regions. The ERDF focuses its investments on:

1. Innovation and research
2. The digital agenda
3. Support for small and medium-sized enterprises (SMEs)
4. The low-carbon economy.

The ERDF resources allocated to the above mentioned priorities will depend on the category of region. In more developed regions, at least 80% of funds must focus on at least two of these priorities. In transition regions, this focus is for 60% of the funds, and in less developed regions 50%. Furthermore, some ERDF resources must be channelled specifically towards low-carbon economy projects; in more developed regions 20%; in transition regions 15%; and in less developed regions 12%. (European Commission 2014h.)

Improving the competitiveness of SMEs is one of the 11 thematic objectives for Cohesion Policy in 2014-2020. Additional investments in SMEs will also be made under other thematic objectives, particularly research and innovation, the low-carbon economy and information and communication technologies. EUR 57 billion or around 20% of funding from the ERDF will be dedicated explicitly to SMEs. The increased use of financial instruments mobilising additional EU, national and regional funds during the 2014-2020 funding period is also expected to benefit SMEs. (European Commission 2015h.) Through the ERDF's TO 3 'Enhancing the competitiveness of SMEs' is possible also develop the enterprises locating in the rural areas if a member state chooses to do so.

3.2.4 European Social Fund, ESF

The European Social Fund (ESF) is Europe's main instrument for supporting jobs, helping people get better jobs and ensuring fairer job opportunities for all EU citizens. The ESF works by investing in Europe's human capital i.e. its workers, its young people and all those seeking a job. The ESF financing of EUR 10 billion a year is improving job prospects for millions of Europeans. Creating more and better jobs and a socially inclusive society are at the core of the Europe 2020 strategy for generating smart, sustainable and inclusive growth in the EU. (European Commission 2014i.)

One priority of the ESF is to boost the adaptability of workers with new skills, and enterprises with new ways of working. Other priorities focus on improving access to employment. This is done by helping young people make the transi-

tion from school to work, or by training less-skilled job-seekers to improve their job prospects. Vocational training and lifelong learning opportunities giving people new skills form a large part of the projects funded by the ESF. (European Commission 2014i.)

3.2.5 Cohesion Fund, CF

The Cohesion Fund aims to reduce economic and social disparities and to promote sustainable development. The CF is aimed at member states whose Gross National Income (GNI) per inhabitant is less than 90% of the EU average. The Cohesion Fund allocates a total of EUR 63.4 billion to activities under the following categories:

- Trans-European transport networks, notably priority projects of European interest as identified by the EU. The Cohesion Fund will support infrastructure projects under the Connecting Europe Facility;
- Environment: The Cohesion Fund supports projects related to energy or transport, as long as they clearly benefit the energy efficiency, use of renewable energy, developing rail transport, supporting intermodality, strengthening public transport, etc. (European Commission 2014j.)

For the period 2014-2020, the Cohesion Fund concerns Bulgaria, Croatia, Cyprus, the Czech Republic, Estonia, Greece, Hungary, Latvia, Lithuania, Malta, Poland, Portugal, Romania, Slovakia and Slovenia (European Commission 2014j).

3.2.6 The European Maritime and Fisheries Fund, EMFF

European Maritime and Fisheries Fund (EMFF) is the fund for the EU's maritime and fisheries policies for the period 2014-2020. The fund

- helps fishermen in the transition to sustainable fishing
- supports coastal communities in diversifying their economies

- finances projects that create new jobs and improve quality of life along European coast
- makes it easier for applicants to access financing. (European Commission 2015f.)

The Integrated Maritime Policy seeks to provide a more coherent approach to maritime issues, with increased coordination between different policy areas. It focuses on issues that do not fall under a single sector-based policy e.g. "blue growth" which means economic growth based on different maritime sectors and on issues that require the coordination of different sectors and actors e.g. marine knowledge. (European Commission 2014k.) The Common Fisheries Policy (CFP), first introduced in the 1970's, is a set of rules for managing European fishing fleets and for conserving fish stocks. Designed to manage a common resource, it gives all European fishing fleets equal access to EU waters and fishing grounds and allows fishermen to compete fairly. (European Commission 2015i.)

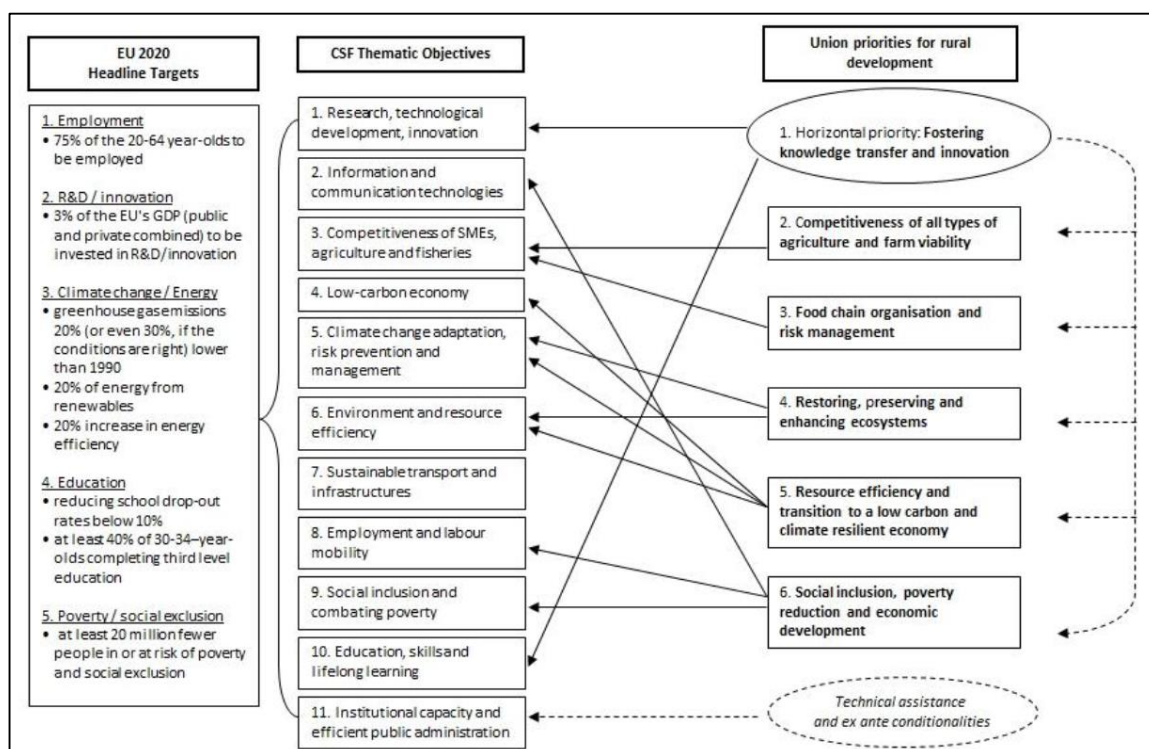
3.2.7 European Agricultural Fund for Rural Development, EAFRD

In line with the objectives of the Europe 2020 strategy (Picture 2) and the Common Agricultural Policy (CAP) three long-term strategic objectives for EU Rural Development Policy in the EU for the 2014-2020 period are identified:

1. Fostering the competitiveness of agriculture
2. Ensuring the sustainable management of natural resources, and climate action
3. Achieving a balanced territorial development of rural economies and communities including the creation and maintenance of employment. (European Commission 2015j.)

Member states build their Rural Development Programmes (RDP) based upon at least four of the six common EU priorities:

1. Fostering knowledge transfer and innovation in agriculture, forestry and rural areas
2. Enhancing the viability / competitiveness of all types of agriculture, and promoting innovative farm technologies and sustainable forest management
3. Promoting food chain organisation, animal welfare and risk management in agriculture
4. Restoring, preserving and enhancing ecosystems related to agriculture and forestry
5. Promoting resource efficiency and supporting the shift toward a low-carbon and climate-resilient economy in the agriculture, food and forestry sectors
6. Promoting social inclusion, poverty reduction and economic development in rural areas. (European Commission 2015j.)



Picture 2. Links between rural development priorities and the EU 2020 targets (European Evaluation Network for Rural Development 2012, 58).

The rural development priorities 2 'Enhancing the viability / competitiveness of all types of agriculture, and promoting innovative farm technologies and sustainable forest management' and 3 'Promoting food chain organisation, animal welfare and risk management in agriculture' contribute directly to the Thematic Objective 3 'Enhancing the competitiveness of SMEs' of the Common Strategic Framework.

3.3 Rural Development Policy in Europe

3.3.1 History

The Common Agricultural Policy (CAP) has its roots in the 1950's Western Europe where the societies had been damaged by the war and where agriculture had been crippled and food supplies could not be guaranteed. The CAP aimed at encouraging better productivity in the food chain, ensuring fair standard of living to the agricultural community, market stabilisation and ensuring the availability of food supplies to EU citizens at reasonable price. Incentives to produce were provided through a system of high support prices to farmers, combined with border protection and export support. (European Commission 2015k.)

In the 1970's, attention began to focus on specific Community policy initiatives to speed up the structural adjustment of the European farm sector. In 1972, legislation was passed to modernise farms, to promote professional training, and to renew the agricultural work force by encouraging older farmers to take early retirement. In 1975, initiatives were taken to provide assistance to farmers working in difficult conditions, such as hill farmers and farmers in less favoured areas. In 1979, a 'co-responsibility' levy requiring farmers to pay a penalty for serious over-production was introduced in the dairy sector. (European Commission 2015l.)

Although the CAP was very successful in meeting its objective of moving the EU towards self-sufficiency, by the 1980's the EU had to contend with almost permanent surpluses of the major farm commodities, some of which were ex-

ported (with the help of subsidies), others of which had to be stored or disposed of within the EU. These measures had a high budgetary cost, distorted some world markets, did not always serve the best interests of farmers and became unpopular with consumers and taxpayers. At the same time society became increasingly concerned about the environmental sustainability of agriculture. (European Commission 2015m.)

The 1992 "MacSharry" reform started the shift from product support (through prices) to producer support (through income support). The reform aimed to improve the competitiveness of EU agriculture, stabilise the agricultural markets, diversify the production and protect the environment, as well as stabilise the EU budget expenditure. Direct payments were introduced in order to compensate for the decrease of the price support (cereal guaranteed prices were lowered by 35%, and beef prices by 15%). Compulsory set-aside and other accompanying measures (agri-environment programmes, afforestation, early retirement, and diversification) were also introduced. (European Commission 2015n.)

Agenda 2000 explicitly established economic, social, and environmental goals within a new reformulated set of objectives for the CAP consistent with the requirements of the Amsterdam Treaty. This had the aim of giving concrete form to a European Model of Agriculture and preserving the diversity of farming systems spread throughout Europe, including regions with specific problems, in the years ahead. The Agenda 2000 objectives included:

- More market orientation and increased competitiveness,
- Food safety and quality,
- Stabilisation of agricultural incomes,
- Integration of environmental concerns into agricultural policy,
- Developing the vitality of rural areas,
- Simplification, and
- Strengthened decentralisation. (European Commission 2015o.)

The Rural Development Policy was introduced in 2000 as a second pillar of the Common Agricultural Policy (CAP). This new policy encouraged many rural ini-

tiatives while also helped farmers to diversify, to improve their product marketing and to otherwise restructure their businesses. (European Commission 2015o.)

The regular and consistent adjustment of the CAP to pressures from European society and its evolving economy was again illustrated by the new set of reforms initiated in 2003, which aimed at enhancing the competitiveness of the farm sector, promoting a market-oriented, sustainable agriculture and strengthening rural development policy (both funds and policy instruments). The 2003 reform introduced a radical rebuilding of the CAP, with important innovations such as the 'decoupling' of income support payments to farmers or the introduction of the 'cross-compliance' and the 'modulation'. In the following years, the sugar, fruit and vegetables and wine sectors were also reformed, and a new Rural Development Policy for the financial period 2007-2013 was prepared. (European Commission 2015p.)

In 2007 the Commission assessed the implementation of the 2003 CAP reform with a view to introducing the necessary adjustments to the reform process preparing the EU agriculture to adapt better to a rapidly changing environment. In November 2008, the EU agriculture ministers reached a political agreement on the CAP "Health Check", the aim of which is to modernise, simplify and streamline the CAP and remove restrictions on farmers, thus helping them to respond better to signals from the market and to face new challenges such as climate change, water management and bioenergy. (European Commission 2015q.)

3.3.2 Post 2013 CAP Reform

The after 2013 Common Agricultural Policy (CAP) maintains the two pillars, direct support and rural development, but increases the links between them, thus offering a more holistic and integrated approach to policy support. Specifically the CAP introduces a new architecture of direct payments which is better targeted and more equitable and greener simultaneously having an enhanced safety net; and a strengthened rural development. The focus of the second pil-

lar, rural development, on sustainability is clearly visible by the fact that at least 30% of the budget of each Rural Development Programme (RDP) for the programming period 2014-2020 must be reserved for voluntary measures that are beneficial for the environment and climate. These include agri-environmental-climate measures, organic farming, Areas of Natural Constraints (ANC), Natura 2000 areas, forestry measures and investments which are beneficial for the environment or climate. (European Commission 2013c, 1, 7.)

After a wide-ranging public debate the Commission presented in November 2010 a Communication on 'The CAP towards 2020', which outlined options for the future CAP and launched the debate with the other institutions and with stakeholders. In October 2011 the Commission presented a set of legal proposals designed to make the CAP a more effective policy for a more competitive and sustainable agriculture and vibrant rural areas. After almost two years of negotiations between the Commission, the European Parliament and the Council, a political agreement on the reform of the CAP was reached in June 2013. (European Commission 2015r.)

3.3.3 Rural Development Regulation for 2014-2020

The implementation of EU Rural Development Policy in 2014-2020 is regulated by four basic regulations which include the framework provided by the common strategic approach for the European Structural and Investment Funds (ESIF) as well as that of the reformed Common Agricultural Policy (CAP). In addition to the basic regulations adopted by the European Parliament and the Council, the European Commission is empowered to adopt implementing acts and delegated acts to regulate more detailed aspects of the policy. (European Network for Rural Development 2014.)

The Common Provisions Regulation (EU No 1303/2013) provides a shared set of basic rules applying to all Structural and Investment Funds (ESIF) including the European Agricultural Fund for Rural Development.

- Regulation (EU) No 1303/2013 of the European Parliament and of the Council laying down common provisions on the European Regional Development Fund, the European Social Fund, The Cohesion Fund, The European Agricultural Fund for Rural Development and the European Maritime and Fisheries Fund covered by the Common Strategic Framework and laying down general provisions on the European Regional Funds, the European Social Fund and the Cohesion Fund repealing Regulation (EC) No 1083/2006.

According to Josephine Loriz-Hoffmann from the European Commission (2012) the overall aim of the Common Provisions Regulation (CPR) is to ensure that the focus of the ESI Funds are on the EU2020 strategy. The CPR aims to simplify the programming and deliver the shared management of the funds for benefit of beneficiaries and administrations. In the CPR the common thematic objectives derived from EU2020 are translated into fund-specific priorities.

The basic act that sets out the specific rules relating to the European Agricultural Fund for Rural Development (EAFRD) for rural development programming.

- Regulation (EU) No 1305/2013 of the European Parliament and of the Council on support for rural development by the European Agricultural Fund for Rural Development (EAFRD)

The so-called CAP Horizontal Regulation provides the financial management rules for the two CAP funds, the European Agricultural Guarantee Fund (EAGF) which finances market measures and direct payments, and the EAFRD which finances support to rural development. It brings together the rules on cross compliance, farm advisory systems and monitoring and evaluation of the CAP.

- Regulation (EU) No 1306/2013 of the European Parliament and of the Council on the financing, management and monitoring of the common agricultural policy

The regulation on transitional provisions defines transitional rules in order to bridge the gap between two multi-annual programming periods; 2007-2013 and 2014-2020.

- Regulation (EU) No 1310/2013 of the European Parliament and of the Council laying down certain transitional provisions on support for rural development by the European Agricultural Fund for Rural Development (EAFRD). (European Network for Rural Development.)

3.3.4 Rural Development Programme, RDP

The Rural Development Policy for 2014-2020 will be implemented through national and/or regional Rural Development Programmes (RDPs) which run for seven years, 2014-2020 (European Commission 2015j). In total, 118 programmes are foreseen in all 28 EU member states, having EUR 99.6 billion of EU funding (information from February 2015) over the period 2014-2020 through the European Agricultural Fund for Rural Development (EAFRD). The measures are co-funded by additional national, regional and private finance. (European Commission 2015s.)

The Rural Development Programmes (RDP) for the period 2014-2020 should be demand-led, results-oriented, error-free and fully integrated with other development support for rural areas (European Network for Rural Development 2012). In the Rural Development Programmes, the member states have to set-up rural development strategies addressing the agricultural and forest sectors, as well as the rural areas in general, based on a thorough and holistic analysis of the current situation and the needs of the area covered by the programmes. Such strategies are to be implemented through rural development measures and other delivery mechanisms such as Community-Led Local Development (CLLD). (European Commission 2014d, 6.) The content of the RDP is dictated in the article 2 and in the annex I of the Commission Implementing Regulation (EU) No 808/2014.

In the RDPs the member states base the selection and combination of measures on sound intervention logic supported by the ex-ante evaluation and the SWOT analysis as well as identification of the regional needs. The RDPs have three cross-cutting objectives: 1) innovation with a view to achieving the objectives of the Union priorities for rural development, including if relevant the EIP for agricultural productivity and sustainability; 2) the environment, including the specific needs of Natura 2000 areas; and 3) climate change mitigation and adaptation. (European Commission 2014d, 19-20.)

3.3.5 RDP Measures Applicable for Supporting Rural Non-agricultural Enterprises

The main measure contributing to the development of non-agricultural enterprises is the measure 06 'Business development' and especially its sub-measures 6.2 and 6.4. In addition several other measures contribute to the development of non-agricultural enterprises. There are also measures aiming to diversify the agricultural holdings to have non-agricultural activities. The chapters below presents the measures selected for this thesis.

Measure 01: Knowledge transfer and information actions (Article 14 of the Regulation (EU) No 1305/2013)

Support under this measure covers vocational training and skills acquisition actions, demonstration activities and information actions. Vocational training and skills acquisition actions may include training courses, workshops and coaching.

Support under this measure is for the benefit of persons engaged in the agricultural, food and forestry sector, land managers and other economic actors which are SMEs operating in rural area.

Measure 02: Advisory services, farm management and farm relief services (Article 15 of the Regulation (EU) No 1305/2013)

Support under this measure is granted in order to help farmers, young farmers, forest holders, other land managers and SMEs in rural areas benefit from the use of advisory services for the improvement of the economic and environmental performance as well as the climate friendliness and resilience of their holding, enterprise and/or investment.

Measure 06: Farm and business development (Article 19 of the Regulation (EU) No 1305/2013)

Support under this measure shall cover:

- 1) Business start-up aid for (i) young farmers, and (ii) non-agricultural activities in rural areas. Support under point (ii) is granted to farmers or members of a farm household who diversify into non-agricultural activities and to micro and small enterprises and natural persons in rural areas.
- 2) Investments in creation and development of non-agricultural activities. Investment support is granted to micro and small enterprises and natural persons in rural areas, as well as to farmers or members of a farm household.

Measure 16: Co-operation (Article 35 of the Regulation (EU) No 1305/2013)

Support under this measure is granted in order to promote forms of co-operation involving at least two entities and in particular:

- 1) Co-operation approaches among different actors in the Union agriculture sector, forestry sector and food chain and other actors that contribute to achieving the objectives and priorities of rural development

policy, including producer groups, cooperatives and inter-branch organisations

- 2) The creation of clusters and networks
- 3) The establishment and operation of operational groups of the European Innovation Partnership (EIP) for agricultural productivity and sustainability as referred to in Article 56.

Measure 19: Leader (Article 42-44 and 59 of the Regulation (EU) No 1305/2013; Article 32-35 of the Regulation (EU) No 1303/2013)

Community-led local development (CLLD) is supported by the EAFRD, which shall be designated as Leader local development and may be supported by the ERDF, ESF or EMFF.

Supporting rural enterprises in possible using Leader method can be carried out through Local Development Strategies (LDS). 'Community-led local development strategy' means a coherent set of operations the purpose of which is to meet local objectives and needs, and which contributes to achieving the Union strategy for smart, sustainable and inclusive growth, and which is designed and implemented by a local action group.

4 SETTING-UP THE RESEARCH FRAMEWORK

4.1 Defining the Research Question

Rural development focusses for the most part on agriculture and forestry sectors. In rural areas there are a lot of enterprises that are not connected to the agriculture and forestry activities, i.e. the non-agricultural enterprises. The set of rural development regulation gives the EU member states the possibility to support enterprises outside the agriculture and forestry sectors through the Rural Development Programmes. The non-agricultural and non-forestry sector enterprises are not eligible in all the measures of the RDPs since the significant amount of measures are either meant to take place in agricultural land or being carried out by agro-forestry actors.

The objective of this thesis is to compare the methods (measures, operations) in the RDPs aiming to support the rural entrepreneurs acting outside the agriculture and forestry sectors. The selected measures were 01 'Knowledge transfer', 02 'Advisory services', 06 'Business development', 16 'Cooperation', and 19 'Leader'.

The research question was formulated: *“How do the EU member states and regions use the EU policy tools for developing the non-agricultural enterprises in rural areas?”*

The study is carried out by analysing seven of the Rural Development Programmes adopted by the European Commission by the end of February 2015. The RDPs are the specific tool aiming for developing the rural areas in the EU. The measures in the different RDPs are compared to see what operations member states and their regions have chosen to support the non-agricultural enterprises.

4.2 Selection of the Rural Development Programmes

The first set of Rural Development Programmes for the programming period 2014-2020 were adopted by the European Commission on 9 December 2014. The adopted programmes were Austria, Denmark, Finland – mainland, Germany – Sachsen, Germany – Sachsen-Anhalt, Poland and Portugal – mainland. At the same time also the German Rural Network as well as the German National Framework Programme were adopted. (European Commission 2014I.)

The second set of the RDPs were adopted on 13 February 2015. The adopted programmes were Belgium – Flanders, Estonia, Finland – Åland, France – Mayotte, France – National Rural Network Programme, Germany – Bavaria, Germany – Hessen, Germany – Mecklenburg-Vorpommern, Germany – North Rhine-Westphalia, Latvia, Lithuania, Netherlands, Portugal – Azores, Portugal – Madeira, Spain – National Framework, Slovakia, Slovenia and United Kingdom – England. (European Commission 2015s.)

From the adopted Rural Development Programmes Austria, Estonia, Finland – mainland, Finland – Åland, Germany – Mecklenburg-Vorpommern, Slovenia and United Kingdom – England were selected as the study objectives of this thesis.

The Austrian agriculture resembles the Finnish agriculture due to the natural constraints which makes the profitable agricultural activities challenging. Both Austria and Finland are determined to keep the rural areas alive and are therefore willing to support the non-agricultural enterprises in rural areas.

Estonia as a small but innovative country is facing the challenges of urbanisation and reduction of the amount of inhabitants. The Estonian RDP might therefore offer some innovative solutions for supporting the non-agricultural enterprises in the rural areas keep the rural areas alive and inhabited.

The Finland – mainland RDP utilises a variety of different actions to support the non-agricultural enterprises in the rural areas. The rural areas cover significant amount of the country and have a lot of non-agricultural enterprises.

The Finland – Åland RDP is a very small programme so the actions supported through the programme need to be very well focussed due to the limited financial envelope. There might therefore be some significant differences how the RDP support the non-agricultural enterprises in the rural areas.

The RDP of the Germany – Mecklenburg-Vorpommern was selected as one of the analysed RDPs because the region is located in the northern Germany and is hence part of the Baltic Sea surroundings. The region might therefore have some similar approaches than e.g. Finland – mainland but at the same time being a German region have some totally different approach for supporting the non-agricultural enterprises in the rural areas.

Slovenia has had a good economic development and hence is maybe being able to offer in its Rural Development Programme some good solutions for the development of rural enterprises and being one of the new member states the solutions might be innovative.

The RDP of United Kingdom – England was selected as one of the analysed RDPs because according to the UK's Department for Environment, Food and Rural Affairs - Defra (2014, 30) the employment growth between 2008 and 2012 was stronger in rural areas (+2%) than in urban areas (-1%) so the RDP might have some good solutions to solve the unemployment problems and boost the rural economies.

4.3 Method of Content Analysis

Content analysis is a basic analysis method usable in all qualitative research. In the content analysis the study material, e.g. books, diaries, interviews, are studied searching similarities and differences. The content analysis aims at drawing a concise picture of the studied phenomenon which connects study phenomenon into a bigger context and into other studies of the topic. (Tuomi & Sarajärvi 2013, 91-104.)

The most important issue in the research carried out by using content analysis is that the clustering choice is well justified and that the report explains what has been done. The study needs to be justified, credible and as reliable as possible. The research problem guides the research process: what is said in the material about the phenomenon under study. The findings relating to the research problem are concise and interpreted. (Saaranen-Kauppinen & Puusniekka 2006.)

In the qualitative research four phases can be named. Firstly, the point of interest is selected; what is studied in the material. Secondly, the study material is coded, i.e. the points of interest are highlighted in the material and are extracted from the material. Thirdly, the extracted material is coded, thematised or typified. At the end the results are summarised. (Tuomi & Sarajärvi 2013, 92-93.)

4.4 Extraction of the Coded Materials

The Rural Development Programmes for the period 2014-2020 follow a clear structure of content (appendices 1 and 2) which makes the extraction of the information systematic. The measure description consists of general description and more detailed description of the sub-measures and operations under the measures or sub-measures. The information from the measure descriptions were extracted as follows:

Measure 01 – Knowledge transfer

In the measure 01 'Knowledge transfer', the information on how the outside agriculture and forestry sectors enterprises are supported in an RDP were extracted from the chapter 'General description of the measure including its intervention logic and contribution to focus areas and cross-cutting objectives'. The sub-measures under M01 are M1.1 'Support for vocational training and skills acquisition action', and M1.2 'Support for demonstration activities and information ac-

tions'. From the sub-measures the information is extracted from 'Description of the type of operation'.

The beneficiaries in measure 01 are the service providers and therefore there is no need to study the other chapters of the RDPs. The coded material extracted from the measure description of knowledge transfer from the analysed RDPs is collected into appendix 3.

Measure 02 – Advisory services

In the measure 02 'Advisory services', the information on how the outside agriculture and forestry sectors enterprises are supported in an RDP are extracted from chapter 'General description of the measure including its intervention logic and contribution to focus areas and cross-cutting objectives', and under the sub-measure M2.1 'Support to help benefiting from the use of advisory services' 'Description of the type of operation'.

The beneficiaries in the measure 02 are the service providers and therefore there is no need to study other chapters of the RDPs. The coded material extracted from the measure description of knowledge transfer from the selected RDPs is collected into appendix 4.

Measure 06 – Business development

In the measure 06 'Business development', the information on how the outside agriculture and forestry sectors enterprises are supported in an RDP are extracted from chapter 'General description of the measure including its intervention logic and contribution to focus areas and cross-cutting objectives'.

The sub-measures applicable for the business support for the non-agricultural activities are M6.2 'Business start-up aid for non-agricultural activities in rural areas', and M6.4 'Support for investments in creation and development of non-agricultural activities'. From the sub-measures the information is extracted from

'Description of the type of operation', 'Type of support', 'Beneficiaries, and 'Eligible costs'.

The coded material extracted from the measure description of business development from the selected RDPs is collected into appendix 5.

Measure 16 – Cooperation

From the measure 16 'Cooperation' the chapter 'General description of the measure' was analysed as well as the sub-measures, 16.0; 16.2; and 16.3, having contribution to the supporting non-agricultural enterprises. From the sub-measures 16.2 and 16.3 the information is extracted from 'Description of the type of operation', 'Type of support', 'Beneficiaries, and 'Eligible costs'.

The coded material extracted from the measure description of 06 'Cooperation' from the selected RDPs is collected into appendix 6.

Measure 19 – Leader

From the measure 19 'Leader' the chapter 'General description of the measure' was analysed as well as the sub-measures having contribution to the supporting non-agricultural enterprises.

The coded material extracted from the measure description of 19 'Leader' from the selected RDPs is collected into appendix 7.

5 OVERVIEW OF THE SELECTED MEMBER STATES AND REGIONS

5.1 Austria

Austria covers an area of 83,879 km² of which almost 80% is rural. Of the total area, 32% is agricultural land while forests cover 44%. The total population of Austria is 8.4 million of which 66% live in rural areas. Rural depopulation is an increasing problem in Austria and regions are more and more facing the negative effects of this development. (European Commission 2014m.)

Partnership Agreement of Austria

The Austrian Partnership Agreement sets the focus of the European Structural and Investments Funds for the programming period 2014-2020 in particular on the following thematic objectives:

- Preserving and protecting the environment and promoting resource efficiency (26% of ESI Funds: EAFRD and ERDF)
- Promoting climate change adaptation, risk prevention and management (26% of ESI Funds: exclusively EAFRD)
- Enhancing innovation and the competitiveness of SMEs and of the agricultural sector (16.5% of ESI Funds: EAFRD and ERDF)
- Promoting social inclusion, combating poverty and any discrimination (11% of ESI Funds: in particular from the EAFRD and the ESF). (European Commission 2014o.)

The EAFRD contributes to 80% of total ESI Funds in Austria. The main investment priorities of the EAFRD are the restructuring of farms, the setting-up of young farmers, innovation in the business environment of small and medium-sized enterprises and the promotion of producer groups in the processing and

marketing fields, thus enhancing the competitiveness of the agricultural sector. (European Commission 2014o.)

Rural Development Programme 2014-2020 of Austria

Austrian RDP plays an important role in linking the highly prioritised environment and climate objectives with the competitiveness of the agri-food sector, businesses in rural areas, and balanced territorial development contributing to the creation of "green jobs". The Austrian RDP has a financial envelope of total of EUR 7.7 billion of public money of which EUR 3.94 billion comes from the EU budget and EUR 3.76 billion is national co-funding, plus EUR 111 million of additional national funding top-ups. (European Commission 2014m.)

5.2 Estonia

Estonia has an area of 45,000 km² of which 50% is forest and 21% is farmland. The population is 1.3 million of which one third lives in rural areas (European Commission 2015t.) According to the EVEA (2010), The Estonian Association of Private Businesses, the total business population in Estonia is approximately 72,000 registered companies and self-employed of which 85% operates in cities and towns and only 15% in the rural area. Among rural enterprises 50% operate in primary sector.

Partnership Agreement of Estonia

The overall objectives set in the Estonian Partnership Agreement for the use of the ESI Funds for the programming period 2014-2020 are:

1. High quality and accessible education based on the needs of students and society;
2. A high employment rate and high-quality working life;
3. A knowledge-intensive and internationally competitive economy;

4. A clean and diverse natural environment and efficient use of resources; and
5. Sustainable connections and mobility options, satisfying the population's needs and supporting entrepreneurship. (European Commission 2014n.)

ESI funds are one-off leverage to achieve significant changes in Estonia. Their use should bring about a shift in development, increasing the efficiency, effectiveness or quality of target achievement in an area, sector or industry, and leading to positive long-term impact:

- Increase R&D investments to 3% of GDP (2.19% in 2012)
- Increase productivity per employee to 73% of the EU average by 2015 and to 80% by 2020 (from 68% in 2011)
- Achieve a 76% employment rate in the age group of 20-64 by 2020.
- Reduce share of young adults in the age group of 18–24 with basic education or less and of those who are not continuing their education to below 9.5%
- As a result of interventions a fast broadband connection should be available and more widely used across Estonia and a joint service space of the public and private sectors will be developed and introduced to support the development and use of new e-solutions
- As a result of interventions the status of protected species and habitats will improve, which will directly contribute to the preservation of biodiversity and the functioning of green infrastructure. (European Commission, 2014n.)

Rural Development Programme 2014-2020 of Estonia

Estonian RDP has a financial envelope of EUR 993 million of public funding of which EUR 823 million is from the EU budget and EUR 169 million national funding. (European Commission 2015t.)

5.3 Finland

Finland covers an area of 390,903 km² of which 95% is rural. Of the total land area, 86% is covered by forests and 7.6% of agricultural land. The total population is 5.4 million of which 30% live in rural areas. The built environment in Finland is low, about 3% of the total surface area. (European Commission 2014p.)

In 2010 in Finland it was estimated that over 140,300 small enterprises are situated in the rural areas. From the rural enterprises one third was primary production farms, 14% farms operating in multiple sectors, and 53% other small enterprises. The primary production farms operate in agriculture and forestry sector, the farms operating in multiple sectors have also other than agriculture and forestry sector activities, and the other enterprises are enterprises locating in the rural areas without any connections to farming activities. (MKT 2013)

Partnership Agreement of Finland

The Finnish Partnership Agreement sets the focus of the use of the ESI Funds for the period of 2014-2020 on the following priorities:

- Promoting innovative and competitive business and research environment;
- Increasing labour market participation through improved employment, social inclusion and education policies;
- Reinforcing sustainable and efficient use of resources for environment friendly growth. (European Commission 2014q.)

Finland's Partnership Agreement determines the European added value of the European Structural and Investment Funds (ESIF) in Finland providing direct contribution to the achievement of the Europe 2020 objectives and implementation of country specific recommendations. The ESI Funds will assist Finland in achieving national targets of EU2020 and its flagship initiatives:

- R&I expenditure in relation to GDP is to increase from 3.73% in 2011 to 4.0% in 2020.
- The ESI Funds will contribute to diversifying the economic base of Finnish regions via smart specialisation.
- Internationalisation and competitiveness of SMEs is strengthened.
- In relation to energy objectives, the ESI Funds will provide a significant contribution to increase the share of use of renewable energy from 33% in 2011 to 38% in 2020.
- The ESI Funds will contribute to an increased employment rate to the target 78%, and reduced poverty and exclusion by 150,000 inhabitants.

In Finland, there are few internationalised SMEs in comparison with many other EU member states. In 2011, SMEs accounted for 12-13% of Finland's exports of goods, and only 4% of these were small businesses employing fewer than 50 people. (Ministry of Employment and the Economy 2014, 8.) Knowledge of farmers and entrepreneurs of SMEs in rural areas on the latest research results must be improved and utilisation of research data needs to be increased (Ministry of Employment and the Economy 2014, 26). As a result of EAFRD actions, growing and developing micro-enterprises and small businesses particularly in rural areas have been created better conditions for turning their ideas and opportunities into marketable products and services (Ministry of Employment and the Economy 2014, 47). With support by the EAFRD, it has been possible to promote rural businesses' building of long-term business activities, profitable growth, renewal, access to markets and stronger competitiveness to create new job opportunities. (Ministry of Employment and the Economy 2014, 52.)

Rural Development in Finland

The rural policy in Finland aims to ensure that the Finnish countryside continues to thrive by keeping jobs and services close to people, by enhancing infrastructures including transport and telecommunications connections, and by ensuring that rural residents have housing to meet their needs and wishes. The rural policy is place-based, and purposefully shaped to benefit rural communities and livelihoods in all of Finland's regions. The rural policy is carried out in all sectors

of society (public, private and civil society) and at all levels from the village or municipal level to the regional, national and international levels. (Ministry of Agriculture and Forestry 2012.) In the Rural Development Programmes of Finland (mainland and Åland) the measures how the programmes contribute to the strengthening of the internationalisation and competitiveness of SMEs and employment are increased in the programming areas are set. (European Commission 2014p, European Commission 2015u.)

Rural Development Programme 2014-2020 of Finland – Mainland

The Mainland Finland's RDP has a financial envelope of EUR 8.3 billion of public money of which EUR 2.3 billion comes from the EU budget and EUR 3.2 billion of national funding, plus more than EUR 2.6 billion of additional national funding top-ups. (European Commission 2014p.)

Rural Development Programme 2014-2020 of Finland – Åland Islands

Åland is an archipelago of 6,700 islands of which only 60 are inhabited with population of almost 29,000. The total surface area of the archipelago is 13,324 km². Of the land area the most is forest (43% or 67,000 ha). Farmland is relatively unimportant, being on 9% of the land area (14,000 ha). The Åland Finland's RDP has a financial envelope of EUR 59 million of public money of which EUR 20.7 million from the EU budget and EUR 34.7 million of national funding, plus more than EUR 3.7 million of additional national top-ups. (European Commission 2015u.)

5.4 Germany

In Germany Rural Development Policy is implemented through 13 separate regional RDPs. The elements common to regional programmes are presented in a national framework established at federal level. In addition to this, a National

Rural Network Programme provides the funding for the networking of rural development actors in Germany. (European Commission 2015v.)

Partnership Agreement of Germany

European Structural and Investment Fund policies in Germany will be concentrated, in the programming period 2014-2020, on a few key thematic objectives specific to each fund, in order to ensure the efficacy of the measures with a limited budget compared to national funding. Given the different starting positions, development potentials and development needs of Germany's regions and the responsibility of the regions (Länder) for implementing the measures, the specific measures envisaged under the ESIF in Germany are on the whole diverse and varied. Despite this, both the Operational Programmes and the Rural Development Programmes clearly exhibit this thematic concentration. (German Federal Ministry of Economic Affairs and Energy, 4-5.)

In order to improve regional competitiveness and break down regional disparities, measures are being taken under the ERDF that essentially focus on the following thematic objectives: 1 'Strengthening research, technological development and innovation'; 3 'Enhancing the competitiveness of SMEs'; and 4 'Supporting the shift towards a low-carbon economy in all sectors'. Around 83% of ERDF funding (not counting expenditure on technical assistance) will be used to support these three objectives. (German Federal Ministry of Economic Affairs and Energy, 5.)

Improving the sustainable management of natural resources and climate protection policy, plus economic and social development in rural areas, represent the core concerns of funding awards under the EAFRD. With this in mind, the following thematic objectives – among other objectives – are relevant: 5 'Promoting climate change adaptation, risk prevention and management'; 6 'Preserving and protecting the environment and promoting resource efficiency'; and 9 'Promoting social inclusion, combating poverty and any discrimination'. When it comes to thematic concentration, around two thirds of the total expenditure allo-

cated to the EAFRD (excluding technical assistance) jointly covers objectives 5, 6 and 9. A further 19% is allocated to thematic objective 3 in order to increase the competitiveness of SMEs. (German Federal Ministry of Economic Affairs and Energy, 5-6.)

Rural Development Programme 2014-2020 of Germany – Mecklenburg-Vorpommern

Mecklenburg-Vorpommern has an area of 23,194 km² of which 1,300 km² is covered by water. 62% of its territory is agricultural area and 23% is forest. Of the agricultural area, 1.3 million ha in 2013, 80% is arable land and 19% is permanent grassland. Agriculture has a share of 3.1% in the regional gross value added compared with 1 % in Germany as a whole. There are 4,730 agricultural holdings in total of which 2,270 have a size above 100 ha the average size being 286 ha. (European Commission 2015v.)

Mecklenburg-Vorpommern's RDP has a financial envelope of priorities for EUR 1.2 billion of public financing of which EUR 936.7 million comes from the EU budget, including EUR 89.8 million transferred from the German envelope for CAP direct payments and EUR 262.6 million national co-funding. (European Commission 2015v.)

5.5 Slovenia

Slovenia covers an area of 20,273 km², of which 39.9% is agricultural area and 56.1% is forest. Of the total agricultural land (602,000 ha in 2013) 57.9% is permanent grassland and 36.5% is arable land. Slovenia has a population of 2 million inhabitants, of which 58.6% live in predominantly rural areas and 41.4% in intermediate areas. (European Commission 2015x.)

Partnership Agreement of Slovenia

The Partnership Agreement of Slovenia focuses on the following priorities:

- Promoting investments in research and development to strengthen the competitiveness of SMEs and to enhance the innovation capacities of Slovenia;
- Promoting incentives to increase employment and employability by encouraging the development of high-quality jobs and improving the education and training system, while taking into account the existing social challenges;
- Encouraging the shift to a low-carbon economy through the sustainable and efficient use of energy and renewable energy sources, as well as through sustainable mobility,
- Improving the quality of the transport infrastructure and developing infrastructure to achieve a better environmental status and the efficient management of resources;
- Improving the institutional capacities and efficiency of the public administration and the judicial system. (European Commission 2014r.)

The European Structural and Investment Funds (ESIF) will encourage the establishment of a good business and supportive environment for SMEs and entrepreneurial activities by facilitating their access to finance and promoting investments in research, development and innovation activities. ESI funds will assist Slovenia in achieving its national Europe 2020 targets and its flagship initiatives:

- An increase of total private and public investment in R&D in relation to GDP from around 2.64% (in 2012) to 3%;
- Significant increase in broadband service coverage;
- Increase in the share of renewable energy sources in gross final energy consumption to 25% (as compared to 20.2% in 2012), along with 20% increase of efficient use of energy until 2020;

- Bottlenecks removed on the TEN-T network and guaranteed TEN-T standards on the entire network;
- Increased employment rate (to 75%), reduced number of people at risk of poverty and social exclusion to 320,000 (as compared to 410,000 people in 2013) and improved adaptation of education to the labour market needs;
- Improved business environment in Slovenia by reduced administrative and judicial burdens for businesses. (European Commission 2014r.)

Rural Development Programme 2014-2020 of Slovenia

Slovenian RDP has a financial envelope of EUR 1.1 billion of public contribution of which EUR 838 million comes from the EU budget. The unemployment rate is high, at 10% (2013) for the population in general, and 21.6% among those younger than 24 years. In this context, the creation of businesses other than those related to agriculture is also a key for creating jobs and fostering local development in rural areas. (European Commission 2015x.)

5.6 United Kingdom

In the United Kingdom there will be four Rural Development Programmes for the programming period 2014-2020: England, Scotland, Wales and Northern Ireland. England covers an area of 132,935 km² of which 85% is rural, defined as settlements of less than 10,000 people, open countryside and some sparsely populated/remote areas. The total population of England is 53 million of which 18% live in rural areas. Of the land area, 69% is farmland while forests cover 10%. (European Commission 2015y.)

Partnership Agreement of United Kingdom

The Partnership Agreement of the United Kingdom sets the focus of the use of the ESI Funds on the following priorities:

- using ESI funds to encourage greater levels of private investment in R&D&I
- improving ICT infrastructure in order to address clear market failures and bring forward planned initiatives to improve local growth at a faster rate and with greater benefit and increase ICT take up by businesses
- supporting SMEs by addressing barriers to growth such as: access to finance, business advice, supply chain development and sectoral support (including the agriculture, fisheries and aquaculture sectors). Improving access to finance is a key priority, particularly to address the lack of investment funds in many parts of the UK and constitutes one of the CSRs of relevance to the UK
- increasing the percentage of energy from renewables; support bespoke low carbon solutions, such as smart cities and sustainable mobility solutions; investing in low carbon and environmentally friendly public transport systems; and unlocking the potential of marine energy resources
- helping build the market in Low Carbon environmental technologies, goods and services, for example through supporting innovation, working with supply chains, financial instruments and encouraging a shift in modes of transport; encouraging energy efficiency, including energy efficiency in enterprises and industrial processes
- contributing to the delivery of climate change policies and priorities for sustainable land use and management through targeted agri-environment-climate actions and through managing flooding and coastal erosion risks
- delivering improvements in the functioning of the TEN-T network in the less developed regions

- improving the employability of young people, in particular those not in education, employment or training, contributing to the reduction of long-term unemployment, skills enhancement and the prevention of social exclusion. (European Commission 2014s.)

Rural Development Programme of the United Kingdom – England

The England's RDP has a financial envelope of 4,056 million EUR of public of which EUR 3,471 million comes from the EU budget, including EUR 1,694 million transferred from the UK envelope for CAP direct payments, plus EUR 495 million of national co-funding, plus EUR 90 million of national funding top-ups. The programme will promote, among other things, also genuine local economic partnerships and the Leader approach as well as the creation of small businesses in rural areas. (European Commission 2015y.)

5.7 Summary of the PAs and RDPs of the Selected Member States

In the Partnership Agreements (PA) the member states and the European Commission have agreed on the utilisation of the European Structural and Investments Funds (ESIF) in the member states. The development needs addressed in the PAs are based on the Commission Position Papers (CPP) sent to member states in 2012, the Country-Specific Recommendations given by the European Commission, and the development needs the member states have identified for themselves.

When the Partnership Agreements of Austria, Estonia, Finland, Germany, Slovenia and United Kingdom are compared there are different financial allocations per thematic objective of the Partnership Agreement and different funding source allocations in the thematic objectives (TO). The indicative allocation of support by the EU for TO3 'Enhancing the competitiveness of small and medium-sized enterprises, the agricultural sector (for the EAFRD) and the fisheries and aquaculture sector (for the EMFF) in ERDF, EAFRD and EMFF', which is

the main TO for supporting SMEs, is presented in the figure 1. In Austria and Finland the share of the Agricultural Fund for Rural Development (EAFRD) is greater than the role of European Regional Development Fund (ERDF) whereas in Slovenia and in the UK the share of ERDF is far greater than the EAFRD. In Estonia and Germany the share of ERDF is also greater than the share of EAFRD but the difference is not as great as in Slovenia and in the UK.

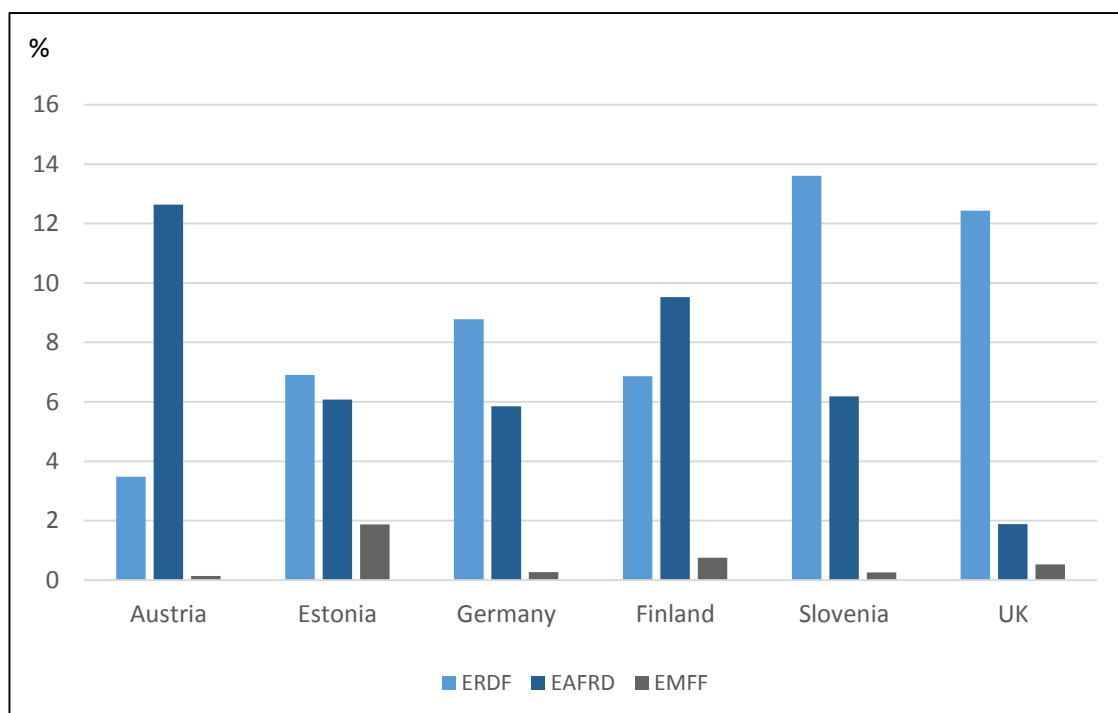


Figure 1. The indicative allocation of the EU support for TO3 for ERDF, EAFRD and EMFF from the total EU financing.

Also the European Maritime and Fisheries Fund has a small role financing the activities under TO3 'Enhancing the competitiveness of small and medium-sized enterprises, the agricultural sector (for the EAFRD) and the fisheries and aquaculture sector (for the EMFF) in ERDF, EAFRD and EMFF'.

The member states have in the PAs set the frames for the utilisation of the different ESI Funds and identifies the objectives the use of funding are aiming. Each of the Operational Programme and Rural Development Programme are built on the mutual agreement on the needs and indicative financial envelope set in the PA. It is up to the member state to define whether the ERDF or the

EAFRD has the greater role in the development of rural non-agricultural enterprises.

The TOs of the Partnership Agreements are transferred into the fund-specific thematic objectives which the programmes are based on together with the SWOT analysis and the needs identified. To fulfil the needs the specific measures are selected for the Operational and Rural Development Programmes. Summary of the total public and EU financing of the analysed Rural Development Programmes as well as the selection of relevant measures for support of non-agricultural enterprises is presented in the table 1.

Table 1. Financial envelope of the selected RDPs and measures for supporting for non-agricultural enterprises.

<i>MS, Region</i>	<i>Total Public, million €</i>	<i>EAFRD, million €</i>	<i>M01</i>	<i>M02</i>	<i>M6.2</i>	<i>M6.4</i>	<i>M16</i>	<i>M19</i>
<i>Austria</i>	7,812	3,938	x	x	-	x	x	x
<i>Estonia</i>	982	823	x	x	-	x	x	x
<i>Finland, Mainland</i>	8,265	2,360	x	x	x	x	x	x
<i>Finland, Åland</i>	59	21	x	x	-	-	-	x
<i>Germany, Mecklenburg-Vorpommern</i>	1,198	937	x	x	-	x	x	x
<i>Slovenia</i>	1,107	838	x	x	-	x	x	x
<i>UK, England</i>	4,056	3,471	x	x	x	x	x	x

M01 Knowledge transfer
M02 Advisory services
M06 Business development; M6.2 Business start-up aid for non-agricultural activities in rural areas; M6.4 Support for investments in creation and development of non-agricultural activities
M16 Co-operation
M19 Leader

The distribution of the financing for the RDP measures 01, 02, 06, 16 and 19 differ in the analysed programmes (Figure 2). The share of financing in the figure represents the situation when the RDPs were adopted by the European Commission. For the M19 Leader the regulation sets the minimum level of 5% from the total EAFRD financing.

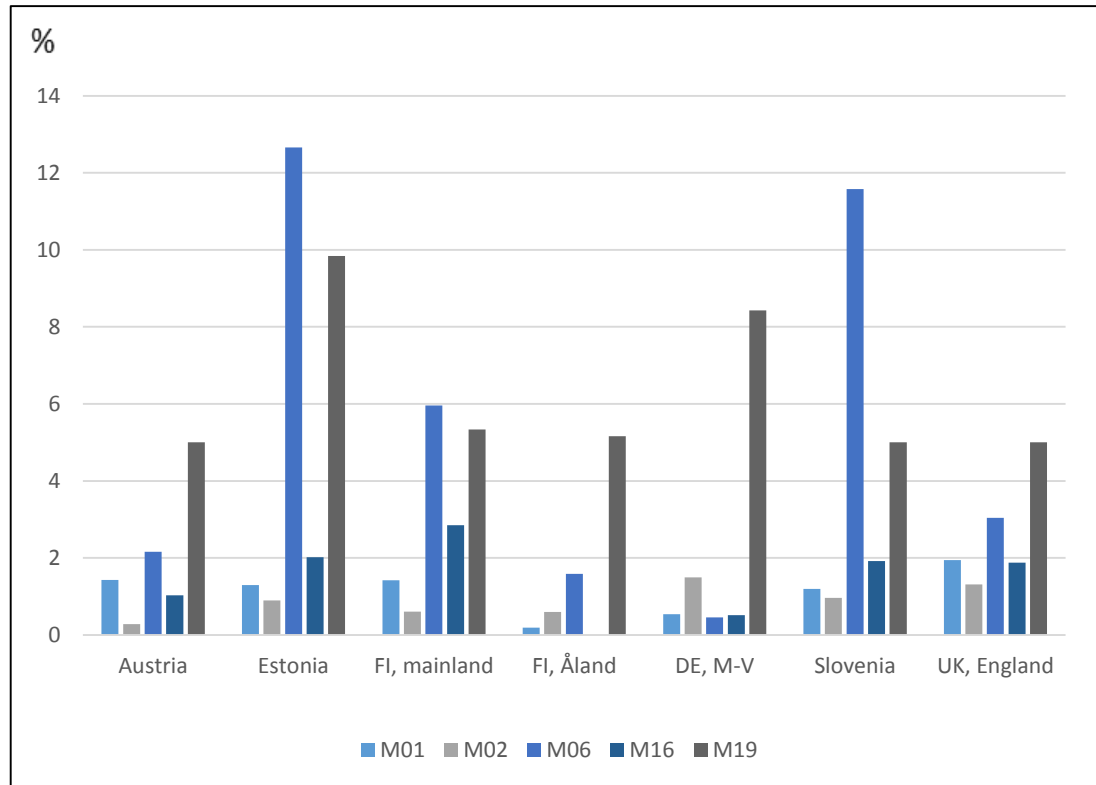


Figure 2. The share of the EAFRD funding of the analysed measures in the selected RDPs from total EAFRD of the RDP.

The focus points represented above should reflect the selection of the operations under the measures. The more financial resources allocated to the measure, the more support mechanism should be available. Although, the financial aspects can only be studied at the measure level, which makes the comparison only indicative because there are other operations funded than the ones connected for supporting the non-agricultural activities in the rural areas of the RDPs.

6 RESULTS

6.1 Measure 01 – Knowledge transfer

The detailed information on how the measure 01 'Knowledge transfer' contributes to the supporting of non-agricultural enterprises in the analysed RDPs is presented in the appendix 3.

The Estonian, German – Mecklenburg-Vorpommern's and Slovenian RDPs do not target the knowledge transfer activities under measure 01 on the non-agricultural enterprises.

The following chapters summarises how the RDPs of Austria, Finland – mainland, Finland – Åland, and United Kingdom – England support the non-agricultural enterprises in their regions through the 'Knowledge transfer' measure.

6.1.1 General description of the measure

In the 'General description of the measure' the Austrian RDP does not specifically mention how the measure 01 contributes to the non-agricultural enterprises in the rural areas.

The Finland – mainland RDP aims the measure 01 'Knowledge transfer' to contribute among other things to the competitiveness of rural enterprises while not forgetting the environmental aspects (Table 2). The RDP also mentions the measure 19 'Leader' to be able to contribute to the business development of non-agricultural enterprises. The Finland – mainland RDP also issues the welfare of entrepreneurs being one of the objectives of the measure.

The Finland – Åland RDP aims the knowledge transfer actions to promote skills development that strengthens conditions for business development (Table 2). These actions aim at positive impact on equal opportunities, integration policies,

cooperation for economic growth and employment, as well as entrepreneurship and work opportunities for young people in rural areas.

The UK – England RDP mentions the lack of access to skilled workforce within small rural businesses being the need the measure 01 tries to answer by development of small rural enterprises, improvement of business competitiveness, and offering training and knowledge transfer actions that will develop of rural businesses and industry specific technical skills, including environmental skills (Table 2).

The focus of the actions RDPs is on entrepreneurship and enterprises, entrepreneurial skills, cooperation, environment and Leader (Table 2).

Table 2. Clustering of the content of the M01 'General description of the measure'.

<i>M01 General description</i>	<i>Finland – mainland</i>	<i>Finland – Åland</i>	<i>United Kingdom – England</i>
<i>Entrepreneurship and enterprises</i>	Increase the amount, competitiveness, development (innovative) business and welfare of entrepreneurs		Develop the small rural enterprises and improve the competitiveness
<i>Entrepreneurial skills</i>	Increase skills, competences, knowledge		Development of rural businesses and industry specific technical skills
<i>Cooperation</i>	Increase cooperation and networking	Positive impact on cooperation for economic growth and employment	
<i>Environment</i>	Enhance resource efficiency and improve environmental performance Awareness raising in know-how on all kind of environmental issues, energy efficiency. Increase innovations and improvements in energy efficiency.		Development of industry specific environmental skills
<i>Leader</i>	Local Leader groups focus on financing projects which benefit will be		

6.1.2 M1.1 – Support for vocational training and skills acquisition actions

The Austrian and Finland – Åland RDPs do not offer the activities under the sub-measure 1.1 ‘Support for vocational training and skills acquisition actions’ to the enterprises in rural areas.

The Finland – mainland RDP funds projects that facilitate scientific knowledge, innovation and the skills of rural SMEs and other operators and training courses for groups of learners (Table 3). Training examples are workshops, internet based education demonstration actions/demonstration, and company visits. The measure will be implemented through projects that facilitate scientific knowledge, innovation and skills of the rural SMEs.

The UK – England RDP funds training courses, workshops and coaching that include management skills; business skills; ICT and the use of new technology; benchmarking; climate change adaptation and mitigation for the rural enterprises (Table 3).

Table 3. Clustering of the content of the M1.1 ‘Support for vocational training and skills acquisition actions’.

<i>M1.1 Support for vocational training and skills</i>	<i>Finland – mainland</i>	<i>United Kingdom – England</i>
<i>Knowledge, innovation and skills</i>	Projects that facilitate scientific knowledge, innovation and the skills of rural SMEs and other operators Training examples: workshops, internet based education demonstration actions/demonstration, and company visits.	Training courses, workshops and coaching on management skills, business skills, ICT and the use of new technology; benchmarking;
<i>Environment</i>		Training courses, workshops and coaching on climate change adaptation and mitigation.

6.1.3 M1.2 – Support for demonstration activities and information actions

The Finland – Åland and UK – England RDPs do not specifically address rural enterprises under the sub-measure 1.2.

The Austrian RDP provides information actions such as provision of circulating suitable information for the SMEs, distribution of latest information, and effective exercise their professional activities to the rural enterprises (Table 4).

The Finland – mainland RDP in the sub-measure 1.2 supports actions that facilitate scientific knowledge, innovation and knowledge of the operators and support activities to information on new production, marketing or service methods or other business, or to improve the knowledge on methods (Table 4). The supports project types are: on-line information, exhibitions, demonstrations, events, brochures and presentations.

Table 4. Clustering of the content of the M1.2 'Support for demonstration activities and information actions'.

<i>M1.2 Support for demonstration activities and information actions</i>	<i>Austria</i>	<i>Finland – mainland</i>
<i>Access to information</i>	Support information activities on new production, marketing or service methods or other business, or to improve the knowledge on methods.	
<i>Access to knowledge and innovation</i>	Facilitate scientific knowledge, innovation and knowledge of the operators. Project types: on-line information, exhibitions, demonstrations, events, brochures and presentations	

6.1.4 Summary of the support for the non-agricultural enterprises under M01

The Measure 01 'Knowledge transfer' is intended to contribute to entrepreneurship and enterprises, entrepreneurial skills, cooperation and the environment. The Leader measure (M19) can also be utilised to carry out the activities under the M01.

The sub-measure 1.1 'Support for vocational training and skills acquisition actions' is aimed specifically to focus on knowledge, innovation and skills as well as the environment.

The sub-measure 1.2 'Support for demonstration activities and information actions' aims to improve the access to information as well as to knowledge and innovation.

6.2 Measure 02 – Advisory services

The RDPs of Estonia, Finland – mainland, Finland – Åland, Germany – Mecklenburg-Vorpommern, and Slovenia do not specifically mention rural enterprises in the measure description of the measure 02 – Advisory services.

The detailed information on how the measure 02 in the analysed RDPs contributes to the supporting of non-agricultural enterprises is presented in the appendix 4.

6.2.1 General description of the measure

The Austrian RDP makes available or recourses for consultancy services for the use of managers of SMEs in rural areas for the improvement of the economic and environmental performance as well as the climate friendliness and resilience of their enterprise and/or investment (Table 5). In the advice of SMEs and entrepreneurs in rural areas, the strengthening of rural economy and the development and maintenance of jobs will be secured.

In the UK – England RDP the advisory services to SMEs in rural areas aims to develop the competitiveness of their businesses but it is to be used as complement advice provided through ERDF and national funding sources (Table 5).

The offered advisory services for the rural non-agricultural enterprises can be divided into advisory for enterprises and for environment (Table 5).

Table 5. Clustering of the content of the M02 'General description of the measure'.

<i>M02 General description of the measure</i>	<i>Austria</i>	<i>United Kingdom - England</i>
<i>Enterprises</i>	<p>Consultancy services for managers of SMEs in rural areas for the improvement of the economic performance</p> <p>Strengthening of rural economy and the development and maintenance of jobs will be secured by offering advice of SMEs and entrepreneurs in rural areas</p>	To develop the competitiveness by providing advice (as complement provided through ERDF and national funding sources)
<i>Environment</i>	<p>Consultancy services for managers of SMEs in rural areas for the improvement of the environmental performance</p> <p>Making available or recourse the climate friendliness and resilience of their enterprise and/or investment</p>	

6.2.2 M2.1 – Support to help benefiting from the use of advisory services

The Austrian RDP in sub-measure 1.2 aims at improving of competitiveness, environmental performance and sustainable management of enterprises in a form of individual or group counselling (Table 6). The RDP also aims at SME and women entrepreneurs on advice on the development of SMEs and the creation of companies with the focus on drawing up business plans, financial and marketing concepts as well as at the reduction of energy consumption by in-

creasing efficiency, particular attention in order to contribute to the adaptation to climate change.

The UK – England RDP funds specific additional advisory services for non-agricultural rural businesses that may include advice linked to the economic and / or environmental performance of rural small and micro-businesses (Table 6). The RDP would only act as a funder of last resort where specific rural business needs remained unmet after ERDF intervention.

Table 6. Clustering of the content of the M2.1 'Support to help benefiting from the use of advisory services'.

<i>M2.1 Support to help benefiting from the use of advisory services</i>	<i>Austria</i>	<i>United Kingdom - England</i>
<i>Enterprises</i>	Provision of advice on improving of competitiveness and sustainable management in a form of individual or group counselling In the area of SME and women entrepreneurs advice on the development of SMEs and the creation of companies, key issues, in particular drawing up business plans, financial and marketing concepts.	Specific additional advisory services that may include advice linked to the economic performance of rural small and micro-businesses. The RDP would only act as a funder of last resort where specific rural business needs remained unmet after ERDF intervention.
<i>Environment</i>	Provision of advice on improving of environmental performance and sustainable management The reduction of energy consumption by increasing efficiency, particular attention in order to contribute to the adaptation to climate change	Specific additional advisory services that may include advice linked to the environmental performance of rural small and micro-businesses.

6.2.3 Summary of the support for the non-agricultural enterprises under M02

The RDPs of Estonia, Finland – mainland, Finland – Åland, Germany – Mecklenburg-Vorpommern, and Slovenia do not specifically mention rural enterprises in the measure description of the measure 02 'Advisory services'. In the Austrian and UK – England RDPs the advisory services are focussing on enterprises and the environment as stated in the sub-measure M2.1 'Support to help benefiting from the use of advisory services'

6.3 Measure 06 – Business development

The RDP of Finland – Åland does not utilise the measure 06 for supporting rural enterprises. The detailed information on how the measure 06 in the analysed RDPs contribute to the supporting of non-agricultural enterprises is presented in the appendix 5.

6.3.1 General description of the measure

The RDP of Estonia does not specifically mention rural enterprises in the general measure description of the measure 06 'Business development'. In the table 7 is presented the aims of the business development actions in the analysed RDPs.

Table 7. Clustering of the content of the M06 'General description of the measure'.

<i>M06</i>	<i>General description of the measure</i>
<i>Creation of enterprises and businesses</i>	Creation of innovative micro-enterprises (Austria 6.4) Creation of companies (Finland - mainland) Promotion of entrepreneurship (Finland - mainland) Creation of new business areas taking advantage of innovative and sustainable way rural tangible and intangible assets (Finland - mainland) Creation of new, green jobs (Slovenia)

<i>Developing enterprises, products and services</i>	<p>Encouraging the development of (innovative) micro-enterprises (Austria 6.4)</p> <p>Developing activities of companies (Finland - mainland)</p> <p>Developing new products and services (Finland - mainland)</p> <p>Encouraging businesses to company-specific development activity customer need- and market-based development and experimentation. (Finland - mainland)</p> <p>Helping companies develop and pilot actions to have access to information and experience in order to develop his activity in a rapidly changing environment. (Finland - mainland)</p> <p>Supporting investment for micro-enterprises especially in the commercial and services sector and a sustainable contribution to preserving the rural communities as an attractive working and living environment (Germany – M-V)</p> <p>Promoting the development of non-agricultural activities at the expense of increased use of endogenous potential and to create an additional source of income in rural areas, maintenance of already existing jobs (Slovenia)</p> <p>Helping businesses adopt new and innovative practices or procedures (UK – England)</p> <p>Encouraging innovation and growth, including new product and market development. The business development measure may be used in combination with other measures such as knowledge transfer and co-operation to encourage the development of networking and clustering between enterprises. (UK – England)</p>
<i>New business models and markets</i>	<p>Promoting cooperative business model and use business cooperation as a tool for a wide range of other economic activities. (Finland - mainland)</p> <p>Finding alternative markets for small business (Finland - mainland)</p>
<i>Providing services for enterprises</i>	<p>Promoting local services by supporting micro and small enterprises, in particular in the field of local retail provision (Austria 6.4)</p>
<i>Improving opportunities</i>	<p>Improving the opportunities of women’s employment (Austria 6.4)</p> <p>Priority to increasing job opportunities for young people and women (Finland - mainland)</p>
<i>Financial Instruments</i>	<p>Promoting the use of financial instruments in creation and development of non-agricultural activities (Slovenia)</p>
<i>Internationalisation</i>	<p>Promoting the internationalisation the businesses are encouraged to find new customers and markets, to differentiate their products and services, and the development of quality for different customer segments. (Finland - mainland)</p>
<i>Cooperation</i>	<p>Encouraging cooperation and pooling of resources with other enterprises or operators (Finland - mainland)</p> <p>Encouraging enterprises to cooperate (Finland - mainland)</p>
<i>Environment</i>	<p>Helping businesses to adapt and mitigate against climate change impacts (UK – England)</p>

6.3.2 M6.2 – Business start-up aid for non-agricultural activities in rural areas

The RDPs of Austria, Estonia, Finland – Åland, Germany – Mecklenburg-Vorpommern, and Slovenia do not utilise the sub-measure 6.2 'Business start-up aid for non-agricultural activities in rural areas'. In the table 8 is presented the goals of the business start-up aid in the analysed RDPs.

Table 8. Clustering of the content of the M6.2 'Description of the type of operation'.

<i>M6.2</i>	<i>Description of the sub-measure</i>
<i>New</i>	<p>Creating the conditions for business start-ups and innovative businesses and the renewal of experimentation. (Finland – mainland)</p> <p>Start-up aid for new businesses and start-ups to businesses that provide a new product or service on the market or otherwise will renew its activities. (Finland – mainland)</p> <p>Priority given to setting up a new business (Finland – mainland)</p> <p>Creation of high value-added new rural start-ups to create new jobs and wider economic benefit to the rural economy. (UK – England)</p>
<i>Existing enterprises</i>	<p>But may also be granted to manufacturing or services business already existing for the competitiveness, viability and profitability of the enterprise, to improve the quality of major added value and scope of the development and enhancement of human capital, internationalisation and innovative policy and planning of these actions. (Finland – mainland)</p>
<i>Innovation</i>	<p>To encourage companies to find new innovative businesses, for example the commercialisation of inventions (Finland – mainland)</p> <p>Further development of the idea for the generation of new knowledge. Testing different approaches to ensure the implementation of business ideas. In both cases, however, the most important thing is education. Whether through experimentation or invention, it can be seen from the idea of further development of the product or service to conditions (Finland – mainland)</p> <p>Experimentation is the critical period where the enterprise has not the necessary funding for further development of practical inventions (Finland – mainland)</p> <p>The suitability of the high technological development has a limited but necessary for the quick identification of solutions and further development possibilities perception (Finland – mainland)</p>
<i>Examples</i>	<p>New innovative products, processes and services, product development, development and improvement of quality service formation, new business models and earning logics development, design and implementation of marketing strategies and concepts, market surveys, drafting and other promotion of research and development and for the internationalisation of education and training in a company (Finland – mainland)</p> <p>Processing and marketing resulting in non-Annex I products as output (no matter the input); Rural tourism activities including those linked to economic development including tourist accommodation; Construction, re-construction or establishment of workshops, factories, plants and other premises and facilities; Social service provision; De-</p>

velopment of crafts and handicraft activities; Leisure, recreational and sport activities; IT activities; Architecture and engineering activities, accounting, book keeping and auditing services, technical services, industrial cleaning, veterinary activities; (UK – England)

The beneficiaries under the sub-measure 6.2 are in both of the Finland – mainland and in the UK – England programmes micro and small enterprises and natural persons. The Finland – mainland RDP also mentions private legal entities cooperatives and other associations with permanent economic activity as beneficiaries whilst the UK – England includes the social enterprises as the eligible micro and small enterprises.

The Finland – mainland RDP says in the chapter eligible costs the aid may be granted to:

- Setting up a new business: Business development consultancy relating to the use of professional services. The sector renting of machinery and equipment and premises. Any other activities needed for the establishment of the new company.
- Development of the company: External use of the services of experts and consultants. Participation in trade fairs, exhibitions and similar events. Further measures necessary for the start of the business. Experimentation with innovative approaches
- Aid may be granted under the business plan trial activities implementation.

As eligible costs the UK – England RDP approves support for non-agricultural activities without other restrictions than they need to be linked to the submitted business plan.

6.3.3 M6.4 – Support for investments in creation and development of non-agricultural activities

In the description of the type of measure five categories can be detected: 1) Support for investments in creation of non-agricultural activities; 2) Support for investments in development of non-agricultural activities; 3) Financing; 4) Eligibility; and 5) Others. In the following chapters the activities presented in the analysed RDPs under the sub-measure 6.4 are listed.

Support for investments in creation of non-agricultural activities

Creation of innovative enterprises; Innovative crafts, manufacturing and industrial production; Innovative and creative services (Austria)

New products and services in the region, which will complement regional value chains (Austria)

Investment aid enabling enterprises active in generation and new business ideas and opportunities for the development of products and services to both domestic and foreign markets (Finland – mainland)

The funding supports the establishment of micro-enterprises (Germany – M-V)

Investment projects that can be supported by the new permanent jobs in rural areas are created (Germany – M-V)

To support investments in the creation of non-agricultural activities in rural areas (Slovenia)

Create conditions for the creation of green jobs and an additional source of income in rural areas (Slovenia)

The creation of rural businesses through the development of new product lines and processes (UK-England)

Support for investments in development of non-agricultural activities

Development of innovative enterprises; Innovative crafts, manufacturing and industrial production; Innovative and creative services (Austria)

Support the development of non-agricultural activities (Estonia)

The funding supports the extension of micro-enterprises (Germany – M-V)

Investment projects that can be supported by the existing jobs have been secured (Germany – M-V)

To support investments in the development of non-agricultural activities in rural areas (Slovenia)

The expansion of rural businesses through the development of new product lines and processes (UK-England)

Financing

Facilitating the access to finance of businesses (Finland - mainland)

Sub-measure introduces financial instruments or feedback forms of funding to beneficiaries (Slovenia)

Eligibility

To be eligible for support only those activities which are non-agricultural activities and those activities that do not result in the product referred to in Annex 1 to the Treaty (Slovenia)

Supported micro and small enterprises, established and operating in settlements with fewer than 5.000 inhabitants (Slovenia)

Support will be to non-farming businesses (UK - England)

Others

Investments in the field of local retail provision: e.g. device investment and construction, expansion, construction of buildings); Plant and equipment (e.g. selling console, shelving); Equipment (e.g. display cabinets, cutting); Operating IT hardware and software (Austria 6.4.b)

In order to increase productivity and efficiency in order to create competitive advantages and investment needed for the growth of new innovative solutions and to identify areas of strength. (Finland - mainland)

Investment for growth will be the focus of the activity of conferring a special investments or investments. (Finland - mainland)

Priority will be supported non-agricultural activities in connection with: Local subsistence; Green tourism; Social entrepreneurship; Social security services; Organic waste management (Slovenia)

Examples include: Processing and marketing resulting in non-Annex I products as output (no matter the input); Rural tourism activities linked to economic development including tourist accommodation; Construction, re-construction or establishment of workshops, factories, plants and other premises and facilities; Development of crafts and handicraft activities; and Leisure, recreational and sport activities (UK-England)

The beneficiaries and eligible costs under the sub-measure 6.4 in the analysed RDPs are presented in the table 9.

Table 9. Beneficiaries and eligible costs in the RDPs under the 6.4 'Support for investments in creation and development of non-agricultural activities'.

	<i>Beneficiaries</i>	<i>Eligible costs</i>
<i>Austria</i>	Founded no more than 5 years since ago or a young innovative small enterprises in rural areas. Micro and small enterprises.	An innovative investments linked to establishment or a young innovative company Project staff costs and consultancy services; Equipment costs; Costs for intellectual property rights protection. Investment costs; Equipment costs

<i>Estonia</i>	For the non-agricultural business for micro enterprises that have been in operation for at least two financial years and whose revenue is the amount of each financial year exceeded EUR 4,000.	Construction of buildings and facilities and improvement; Stationary equipment (including IT and surveillance equipment), machinery and other equipment purchase and installation; In a mobile shop and its equipment.
<i>Finland - mainland</i>	Non-agricultural business activities of micro and small companies should only receive investment aid for investments A natural person may apply for support for an investment in the area; the aid is paid to the enterprise	Tangible investment: Immovable property for the construction, acquisition, including leasing, or improvement of them. The purchase of land not built on and land built on for an amount not exceeding 10% of the total eligible expenditure New machinery, equipment and purchase of equipment, the purchase or lease-purchase instalment financing up to the market value of the asset Intangible investment: Acquisition or development of computer software and acquisitions of patents, licenses, copyrights and trademarks; Overheads General costs, such as architects', engineers' and consultants' fees, investment, environmental and economic sustainability and the fees relating to advice on the authorisation and registration fees. Feasibility studies remain eligible costs even where based on their results, no expenditure on physical investments The replacement of machinery or apparatus to be marketed by the introduction of modern technology or a new technology or activity substantially expanded. Eligible costs are the costs relating to leasing or instalment financing contract, such as lessor's margin, interest refinancing costs, overheads and insurance charges. Ineligible costs, as appropriate, by comparing the cost of leasing or instalment financing contract machinery or apparatus for which the aid level. Where the market value of the eligible for aid will be by public tender.
<i>Germany – Mecklenburg-Vorpommern</i>	Micro enterprises outside of large and medium-sized towns nearby and the separate paragraph of its local market (50 km radius) Micro enterprises In the manufacturing sector The Annexes A and B of the crafts and trades listed, except in the construction sector; Retail of daily consumer goods in a sales area of	Cost of the tangible fixed assets forming part of the investment project The purchase of second hand equipment is eligible under the following conditions: The value of the purchase must correspond to the book value of the asset; and the confirmation of a tax advisor/auditor, shall be provided.

	<p>less than 400 m² and mobile sales stands; The tourism industry in order to increase the touristic attractiveness of rural areas; The services economy.</p> <p>Only retail investment in rural towns with less than 500 inhabitants</p>	
<i>Slovenia</i>	<p>The beneficiaries are natural persons who have registered a supplementary activity on micro-enterprises</p>	<p>Construction and craft works in connection with the construction and renovation of facilities and with the arrangement of the premises in which the activity is to be performed; the purchase of new machinery and equipment, including computer software; General costs, such as architects', engineers' and consultants</p>
<i>United Kingdom – England</i>	<p>Small and micro rural businesses and natural persons</p>	<p>The costs of construction, acquisition (including leasing) or improvement to immovable property; the purchase or lease purchase of new machinery and equipment; General costs linked to facilitating investments such as architect, engineer, consultation fees and technical support; Intangible investments including, acquisition or development of computer software and acquisition of patents, licences, copyrights, trademarks.</p>

6.3.4 Summary of the support for the non-agricultural enterprises under M06

The 'General description the measure' 06 aims to support creation of enterprises and businesses; developing enterprises, products and services; new business models and markets; providing services for enterprises; improving opportunities; financial instruments; internationalisation; cooperation; and environment.

The sub-measure 6.2 'Business start-up aid for non-agricultural activities in rural areas' is only utilised in RDP of Finland – Mainland and UK – England. The Finland – mainland RDP opens the sub-measure also for already existing enterprises, and promotes innovation. Both RDPs offer the sub-measure to micro and small enterprises as well as natural persons, and the Finnish RDP also mentions cooperatives and other associations as potential beneficiaries. The eligible costs in the Finnish RDP consists also experimental trials.

The activities under the sub-measure 6.4 'Support for investments in creation and development of non-agricultural activities' can be categorised for support for investments in creation and development of non-agricultural activities; financing; eligibility; and others. The Åland RDP is the only RDP which does not utilise the sub-measure 6.2.

6.4 Measure 16 – Cooperation

The Finland – Åland RDP does not contain the measure 16 'Cooperation'. The RDPs of Estonia, Germany – Mecklenburg-Vorpommern and Slovenia contain the M16 but the activities under the measure are not applicable for the non-agricultural enterprises.

The Austrian RDP has three sub-measures under the M16 contributing to the support to the rural enterprises: 16.2.2 'Support the development of innovative pilot projects in the tourism sector', 16.3.1 'Cooperation of small operators, business processes, use of resources and tourism services', and 16.03.2 'Cooperation of micro-enterprises in rural areas'.

The RDP of Finland – mainland uses two sub-measures for supporting rural enterprises: 16.0 'Other priorities of the cooperation activities supported by the programme', and 16.3 'Co-operation among small operators in organising joint work processes and sharing facilities and resources and for the development and/or marketing of tourism'.

The UK – England RDP uses also two sub-measures under the measure 16 Cooperation for supporting rural non-agricultural enterprises: 16.2 'Support for pilot projects / the development of new products, practices, processes and technologies', and 16.3 – '(Other) co-operation among small operators, including for developing/marketing tourism'.

6.4.1 General description of the measure

In the general description of the measure 16 the Austrian RDP aims the operations to support the development of innovative pilot projects in the tourism sector, to facilitate cooperation among small operators in organising joint work processes and sharing facilities and resources and for the development and/or marketing of tourism services relating to rural tourism, and facilitate cooperation of micro-enterprises in rural areas.

The M16 in the Finland – mainland RDP provides support to all areas of rural development and to the creation of new clusters, partnerships and cooperation projects and projects for the development of rural innovation groups' innovation activities.

The UK – England RDP aims to support local co-operation in tourism activities that improve the attractiveness of the overall destination and help develop the supply chain in the visitor economy, for example food and drink.

6.4.2 M16.0 – Others

The Finland – mainland RPD utilises sub-measure 16.0 named in the RDP as 'Other cooperation activities supporting the priorities of the programme' to support another rural actors in such co-operation, which implements the programme's priorities making it possible to support co-operation approaches among different actors; the creation of clusters and networks; and to contribute to the European Innovation Partnership (EIP) for smart growth in rural areas.

6.4.3 M16.2 - Support for pilot projects, and for the development of new products, practices, processes and technologies

The sub-measure 16.2 'Support for pilot projects, and for the development of new products, practices, processes and technologies' is used only in the RDPs of Austria and UK – England for supporting non-agricultural enterprises in rural

areas (Table 10). The Austrian RDP has a more specific name for the sub-measure 16.2 'Support the development of innovative pilot projects in the tourism sector'

Table 10. Content of the M16.2 'Support for pilot projects, and for the development of new products, practices, processes and technologies' in RDPs of Austria and UK – England.

	<i>Austria</i>	<i>UK - England</i>
<i>Description of the type of operation</i>	Development of innovative tourism pilot projects on the sustainable development of tourism and in overall tourism concepts and the tourism strategy where either the Federal Government or country strategy is embedded.	Greater trialling of pilot projects amongst cooperative groups of other local actors, strengthening links between technology firms, research institutes and wider local economic development issues, such as tourism. Additionally, potential pilot projects could include coordinated approaches to the development of wider local economic development issues, such as tourism.
<i>Type of support</i>	Contribution to the eligible costs	Grant
<i>Beneficiaries</i>	Natural or legal persons or other companies under company law; collaborations in various forms	Micro and small enterprises engaged in cooperative activities
<i>Eligible costs</i>	Investment costs, operating costs and staff costs	Costs for forming and running cooperative activities, as well as funding for activities undertaken on behalf of those cooperation groups (e.g. joint physical assets, feasibility studies, joint training provision, joint advice provision). Studies/plans, running costs direct costs of specific projects, promotion activities. Financial support for cooperatives to undertake feasibility studies for new processes or technologies; support for purchase of new physical assets or necessary training.
<i>Eligibility conditions</i>	The overall project objectives and territorial respect to provides a strategies, in particular the tourism strategy of the Federal Government Projects up to 500.000 euros total cost.	Two or more entities looking to establish a new cooperative group or enterprise a new project through an existing group. Activity must contribute to at least one of the priorities of the RD Regulation.

6.4.4 16.3 (Other) co-operation among small operators in organising joint work processes and sharing facilities and resources, and for developing / marketing tourism

The sub-measure 16.3 '(Other) co-operation among small operators, including for developing/marketing tourism' is used in the RDPs of Austria, Finland – mainland, and UK – England. The Austrian RDP has two different operations under the sub-measure 16.3: 'Cooperation of small operators, business processes, use of resources and tourism services (16.3.1)' and 'Cooperation of micro-enterprises in rural areas' (16.3.2).

The concised content of the sub-measures 16.3 is presented in the following chapters.

Description of the type of operation

- Structure and development of the cooperation of small operators also in tourism sector and development and/or marketing of tourism services (Austria 16.3.1)
- Development and reinforcement of cooperation between micro business and their networking with other sectors; Use of cooperation on the development and implementation of innovative approaches, the competitiveness of the companies involved in cooperation, thereby sustainably strengthening the economic potential of the region; Creation and maintenance of jobs, for the population exodus from rural areas (Austria 16.3.2)
- The aim is cooperation between small rural enterprises and their services, particularly in the tourism sector, in order to improve marketing. Cooperation could also cover cooperation between smaller players and new formulas for division of labour (Finland – mainland)
- Promote cooperation in the tourism sector to bring forward integrated projects to develop a better coordinated local visitor economy (UK – England).

Type of support: Grant

Beneficiaries: The support is given depending on the specific type on actions to Legal persons, associations of persons and their cooperation; other companies under company law, micro-enterprises in the form of legal entities; public or private body; rural businesses, social enterprises, charities, trusts, and LEADER local action groups.

Eligible costs:

- Operating and personnel expenses for the activities indicated in the subject of the aid; the cost of equipment and staff, eligible investment costs (Austria)
- Aid may be granted to cover the following reasonable costs linked to the implementation of the project: The premia/reward costs; Travel costs; The acquisition of project outsourcing services; Rental costs; Material and other costs necessary for the implementation (Finland – Mainland)
- Costs covering the co-ordination and organisation of the co-operation activity (UK – England).

6.4.5 Summary of the support for the non-agricultural enterprises under M16

The measure 16 Cooperation has variety of ways how it will be implemented in the RDPs. For the small RDP of Finland – Åland the measure was not included and the RDPs of Estonia, Germany – Mecklenburg-Vorpommern and Slovenia the M16 focuses on the agro-forestry-sector.

The Finland – mainland RPD utilises sub-measure 16.0 'Other priorities of the cooperation activities supported by the programme' to support rural actors. Sub-measure M16.2 'Support for pilot projects / the development of new products, practices, pro-cesses and technologies' is available in the RDPs of Austria and UK – England whereas the sub-measure 16.3 '(Other) co-operation among small operators, including for developing/marketing tourism' is also used in Finland – mainland.

The RDPs aim with cooperation to boost the enterprises. This is carried out in various ways through projects focussing on bringing different actors together hence finding new development aspects and ideas. Also the European Innovation partnership is utilised for the development of non-agricultural enterprises.

6.5 Measure 19 – Leader

Leader as a bottom-up local development approach offers the MS and regions a real possibility to have rural development activities origin from the local needs. Every Local Action Group, LAG, as an implementer of Leader, has a Local development Strategy (LDS) which will be implemented in the M19. The measure contains also sub-measures for preparatory support (M19.1 'Preparatory support') and running costs (M19.4 'Support for running costs and animation') for LAGs which only support the LAG's internal activities. Leader measure is an obligatory measure in the RDPs with the financial envelope of minimum 5% from the EAFRD funding.

The sub-measures in which the supporting non-agricultural activities are possible carried out are M19.2 'Support for implementation of operations under the community-led local development strategy' and M19.3 'Preparation and implementation of cooperation activities of the local action'. But since the Leader measure is based on the LDS the measure description cannot dictate the exact content of the Leader operations. This would take away the aspect of bottom-up approach. The RDP can contain certain guidelines what the LDS should focus on but there needs to be a lot of room for fulfilling the local needs.

The RDP of Germany – Mecklenburg-Vorpommern does not address directly supporting rural non-agricultural enterprises in its measure description for the M19 'Leader'. The RDP of Germany – Mecklenburg-Vorpommern gives the Local Action Groups, LAG, the possibility to really address the local needs in their Local Development Strategies, LDS.

6.5.1 General description of the measure

The general description of the M19 'Leader' has a broad approach to the development needs the RDPs are trying to achieve (Table 11).

Table 11. Clustering of the content of the M19 'General description of the measure'.

<i>M19 Leader</i>	<i>General description of the measure</i>
<i>Economic activities and sustainability</i>	<p>Cooperation of local actors for opportunities for sustainable economic, social and environmental development (Austria)</p> <p>Enhancing the competitiveness of enterprises, particularly through the implementation of operations based on joint actions (Estonia)</p> <p>Promoting local initiative such as cooperation of non-agricultural sector (Estonia)</p> <p>Development of economic activities and creation new working and earning potential (Finland – mainland)</p> <p>Strengthen and develop local businesses and the economy (Finland – mainland)</p> <p>Improve the employment and income, and contribute to the emergence and the development of economic activity (Finland – mainland)</p> <p>Foster entrepreneurship and encourage the diversification of the industry (Finland – Åland)</p> <p>Stimulate the growth of micro enterprises through knowledge support for recruitment and investment (Finland – Åland)</p> <p>Enhance vertical integration to open the door for new entrepreneurship, and development and diversification of the micro enterprises (Finland – Åland)</p> <p>Attract tourists all year round (Finland – Åland)</p> <p>Promote economic development with a focus on the promotion of local development (Slovenia)</p> <p>Increase competitiveness (Slovenia)</p> <p>Contribute to implementation sub-measures M6.2, M6.4 of the M06 - Business development (UK-England)</p>
<i>Jobs</i>	<p>Job creation which is achieved by coordinated actions between the different sectors and the different funds (Slovenia)</p> <p>Address the challenges of high unemployment (Slovenia)</p>
<i>Knowledge</i>	<p>Rural actors to acquire knowledge and exchange experience (Finland – Åland)</p> <p>Improve knowledge transfer in small-scale enterprise and improved communication between businesses and educational establishments (Finland – Åland)</p>
<i>Innovation</i>	<p>Encourage the development of new initiatives (Finland – mainland)</p> <p>Innovation for tourism in the local community (Finland – Åland)</p>

<i>Vivid rural areas</i>	Initiate new innovative approaches to knowledge transfer (Finland – Åland) Making rural areas more attractive place of residence while entrepreneurship is stimulated (Finland – Åland)
<i>Generation renewal</i>	Increase generation shift rate within SMEs companies providing opportunities for new entrepreneurs with innovative ideas and visions for development which can foster the labour market and allow for new jobs and immigration (Finland – Åland)
<i>Cooperation</i>	Combine Leader groups active in the networks and creating new networks and help their business networking with national and international partners (Finland – mainland)

6.5.2 M19.2 – Implementing local development strategy

The chapters 'Description of the type of operation' in M19.2 in the RDPs contain the following information relevant to development of non-agricultural enterprises:

- The strategic strand of the measure includes adding value to tourism and economy, business and SMEs (Austria)
- The Leader added value increases the following types of projects: Small-scale, innovative, integrated, area-based development, including local food projects or cooperation projects. (Estonia)
- Sub-measure includes financing of activities of Leader groups putting forward local development strategies (Finland – mainland)
- Supported operations serve the M19 thematic area 'Job creation' (Slovenia)
- Priority objectives are: creating new opportunities and supporting existing initiatives looking to add value to their operations which include: support for micro and small enterprises, and support for rural tourism (UK – England)
- Some examples of eligible activities include: Business start-up aid for entrepreneurs; Construction or establishment of workshops, factories, premises and facilities; Purchase of Equipment (not consumables); Processing and marketing of products; High quality accommodation up-

grades; Development of IT and e-booking systems; and Shops, Catering services, Restaurants & Cafes (UK – England).

6.5.3 M19.3 – Implementation of national or transnational co-operation projects

The RDPs do not directly address the national or transnational co-operation projects to the non-agricultural enterprises, i.e. they are not excluded but no specific activities are available for the enterprises. The UK – England opens the co-operation projects for all the operations identified in the sub-measure 19.2 'Implementing local development strategy'.

The chapters 'Description of the type of operation' in M19.3 in the RDPs contain the following information relevant to development of non-agricultural enterprises:

- The eligible costs are the development and preparation of projects with the specific aim of planning an implementation plan including organisation of a start meeting or experience, and studies and discussions on the implementation of a joint action (Austria)
- Activities: Studies and tests for the implementation of a joint action; Implementation of the joint action including capacity building and investments; Evaluation of the cooperation; and Public relations (Austria)
- Collaborative projects and preparation of cooperation projects (Estonia)
- Local development cooperation projects contributing to the objectives of the measure. Areas may include: entrepreneurship, environmentally sustainable management and other areas in accordance with the Local Development Strategy (Estonia)
- Preparation of interregional or international project (Finland – mainland)
- Interregional cooperation aimed at enhancing cooperation, concrete joint projects and actions, and creating cooperation networks between the regions (Finland – mainland)
- Cooperation projects to find new ideas and solutions to any problems that may have arisen and to establish a new, innovative and co-operation

- between different areas aiming to the growth of the rural economic and employment opportunities (Finland – mainland)
- Cooperation projects to find new ideas and solutions to problems, and in creating new opportunities, and a new form of cooperation between the various areas. The aim is to strengthen business and employment opportunities directly or indirectly. (Finland – mainland)
 - Support the overall objectives of the RDP and strengthen the business development (Finland – Åland)
 - Cooperation between the partnerships in the context of CLLD is relevant for the exchange and transfer of good practices and to promote successful project ideas (Slovenia)
 - The sub-measure addresses specific local problems, transfers of good practices between LAGs, connections and new skills. Co-operation actions contribute to the objectives of the RDP and with particular emphasis on combining LAGs with common interests, which generates new ideas and developing innovative approaches (Slovenia)
 - Types of eligible operations: Exchange of experience and expertise and the implementation of LAG; Development and marketing of products and services; Promotion of new products, practices, processes and technologies; Organisation of joint work processes, sharing resources and equipment (Slovenia).

6.5.4 Summary of the support for the non-agricultural enterprises under M19

The operations under the M19 'Leader' are based on the local needs that origin from the Local Development Strategy, and therefore comparison of different RDPs is challenging. In the RDPs the sub-measure 19.2 'Implementing local development strategy' supports variety of operations directly and indirectly focussed on the development of the non-agricultural enterprises. The UK – England RDP indicates one of its priorities being support for micro and small enterprises. The sub-measure 19.3 'Implementation of national or transnational co-

operation projects' focusses on the preparation and implementation of the projects which can be utilised also by the non-agricultural enterprises.

6.6 Summary of the support for non-agricultural enterprises in the analysed RDPs

Support Measure-wise

The measure 01 'Knowledge transfer' in the analysed RDPs is intended to contribute to development and improvement of entrepreneurship and enterprises, entrepreneurial skills, cooperation and the environment.

The measure 02 'Advisory services' mainly focuses on the agricultural activities which were ruled out from this thesis. In the Austrian and UK – England's RDPs the advisory services focus on enterprises and the environment as stated in their description of the sub-measure M2.1 'Support to help benefiting from the use of advisory services'.

The measure 06 'Business development' aims to support creation of enterprises and businesses; developing enterprises, products and services; new business models and markets; providing services for enterprises; improving opportunities; financial instruments; internationalisation; cooperation; and environment. The sub-measure 6.2 'Business start-up aid for non-agricultural activities in rural areas' is only utilised in RDPs of Finland – Mainland and UK – England whereas the sub-measure 6.4 'Support for investments in creation and development of non-agricultural activities' is available in all the analysed RDPs excluding Finland – Åland.

The measure 16 'Cooperation' has variety of ways how it will be implemented in the analysed RDPs. For the RDP of Finland – Åland the measure was not included and the RDPs of Estonia, Germany – Mecklenburg-Vorpommern and Slovenia the measure focus on the agro-forestry-sector. Supporting tourism is, in a form or another, on the essence of the measure. With the measure the

RDPs aim to boost the enterprises by bringing different actors together hence finding new development aspects and ideas. Also the European Innovation Partnership (EIP) is utilised for the development of non-agricultural enterprises.

The measure 19 'Leader' implements Local Development Strategies (LDS), and offers national and international cooperation possibilities for the use of the Local Action Groups (LAGs) to facilitate their development activities. The measure descriptions in the RDPs are very general because the core of the Leader measure is the local bottom-up approach for the rural development. The Leader operations in the analysed RDPs are aimed to contribute to the economic activities and sustainability, jobs, knowledge, innovation, generation renewal and cooperation.

Support Target-wise

The different support mechanisms for non-agricultural enterprises in the rural areas in the analysed RDPs (Table 12, Appendix 8 per sub-measure) can be clustered into six bigger groups: 1) Business and skills; 2) Employment; 3) Financing; 4) Innovation and cooperation; 5) Local development; and 6) Environmental issues.

Table 12. Clustering of the content of the support for the non-agricultural enterprises in the RDPs.

	<i>Austria</i>	<i>Estonia</i>	<i>FI – main- land</i>	<i>FI – Åland</i>	<i>Germany – M-V</i>	<i>Slovenia</i>	<i>UK – England</i>
<i>Adding value</i>	X	X					X
<i>Creation and development of enterprises, entrepreneurship, businesses and skills</i>	X	X	X		X	X	X
<i>Economic development</i>						X	
<i>New business models and markets</i>			X				
<i>Providing services for enterprises</i>	X						
<i>Enhance integration</i>				X			
<i>Diversification</i>				X			

<i>Internationalisation</i>			X			
<i>Access and increase of knowledge, innovation and skills</i>		X	X			
<i>Jobs</i>		X		X	X	
<i>Improving opportunities</i>	X	X				
<i>Generation renewal</i>			X			
<i>Investments in creation</i>	X		X	X	X	X
<i>Investments in development</i>	X	X		X	X	X
<i>Access to Financing</i>			X			
<i>Financial Instruments</i>					X	
<i>Innovation and innovative actions</i>	X		X	X		
<i>EIP*</i>			X			
<i>Cooperation and cooperation projects</i>	X		X	X	X	X
<i>Local initiatives</i>		X	X	X		
<i>Environment</i>	X		X			X

* European Innovation Partnership

All the analysed Rural Development Programmes support business and skills development activities one way or another. The RDPs of Finland - mainland, Finland – Åland, Germany – Mecklenburg-Vorpommern and Slovenia aim directly also to increasing employment opportunities in the rural non-agricultural enterprises in their regions. Better access to financing is available in all the other analysed RDPs except in the Finland – Åland RDP. Innovation and cooperation activities of the non-agricultural enterprises are supported in all of the analysed RDPs except the Estonian RDP. Local development actions for supporting the non-agricultural activities is present Austrian, Estonian, Finland – mainland's and Finland Åland's RDPs. Environmental issues are addressed in the RDPs of Austria, Finland – mainland and UK – England.

7 DISCUSSION

The Rural Development Programmes for the programming period 2014-2020 follow a clear structure which unifies the content of the 118 rural development programmes to be implemented. The member states and regions have chosen the detailed operations and activities for their rural development measures based on their regional needs; European Commission's Country-specific recommendations; the Partnership Agreements; and nationally financed activities. Due to this, despite the structure and the relatively detailed regulation on the rural development, the approach to and focus areas of rural development varies in the programmes.

The information extracted from the analysed RDPs grouped and simplified provides a good overview how the member states and regions plan to support the non-agricultural enterprises in their rural areas. This might lead to adding new ideas on the ways to support the enterprises to the RDPs.

Austria supports the competitiveness of the SMEs with the financing from EAFRD. Support activities aiming on the value addition of the production in the rural non-agricultural enterprises is a good way of increasing competitiveness of rural SMEs.

Estonian RDP focusses for the major part to the primary production sector leaving the non-agricultural enterprises with fewer support mechanisms. Local initiatives in the development business are supported by the RDP as well as is the value addition.

The Finland – mainland supports the non-agricultural enterprises in its area with a wide selection of activities and operations. This supports the fact that the amount of rural enterprises is high in rural areas of Finland as well as the large financial envelope for the EAFRD in Finland.

The Finland – Åland RDP has a slightly different approach to rural development due to the small size of the region and the small financial envelope of the pro-

gramme. Åland RDP offers support for the innovative actions and cooperation activities for the rural non-agricultural enterprises.

The Germany – Mecklenburg-Vorpommern RDP focusses on business development and creation of enterprises as well as cooperation activities. The selection of the supported activities for the non-agricultural enterprises is though limited in the RDP of Mecklenburg-Vorpommern. The region supports the competitiveness of SME's more from the European Regional Development Funds than from the European Agricultural Fund for Rural Development.

Job creation is in the core of the rural development actions of the Slovenian RDP. The Slovenian RDP utilises the Financial Instruments for facilitation of the access to financing of the rural non-agricultural enterprises. Slovenia supports the competitiveness of SME's more from the European Regional Development Funds than from the European Agricultural Fund for Rural Development.

The UK – England RDP aims to support the creation of the rural enterprises as well as adding value to the production in the SMEs in the rural England. The European Regional Development Fund has far bigger financial envelope for the TO3 competitiveness of the SMEs than the European Agricultural Fund for Rural Development does.

The majority of the RDPs for the programming period 2014-2020 are not yet (in early May 2015) adopted by the European Commission hence there could be room for even more structural approach in the programming since the information in the RDPs seem to differ some extent from member state to member state and region to region. This despite the guidance and the structural approach provided for the programming.

Altogether the member states and regions have found a variety of ways to support the non-agricultural enterprises in their rural regions that support the Europe 2020 growth strategy. Increase of competitiveness of the enterprises while being innovative and more environmentally friendly seemed to be in favour of the member states and regions. Gaining information and being involved in national and international cooperation is also highly supported in the RDPs.

The RDPs studied in this thesis represent financially and geographically a small fraction of the RDPs and therefore the operations to support the non-agricultural enterprises in the rural areas might not cover all the possibilities in the RDPs. The sample of this thesis is not representative in the EU28 level.

Another uncertainty originates from the languages. The RDPs are written in the national language of the member state or region and needed to be machine translated for this thesis. The quality of the translations poses a challenge to the interpretation and understanding of the content of the RDPs leading possibly to some false information. This will be overcome if and when the RDPs are translated officially to other languages.

The sample of seven programmes from the total of 118 is small so in the future, after all the programmes are adopted, there is a need to repeat this kind of study. The economic situation in the EU, even though slowly recovering from the recession, requires the best possible contribution to the sustainable, also environmentally sustainable, growth where the rural areas can contribute significantly with the help of the Rural Development Programmes since more than half of the EU citizens live in the rural areas.

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The Content of Rural Development Programmes

1. Title of the rural development programme
2. Member state and administrative region
3. Ex ante evaluation
4. SWOT and identification of needs
5. Description of the strategy
6. Assessment of ex ante conditionalities
7. Description of the performance framework
8. Description of each of the measures selected
9. Evaluation plan
10. Financing plan
11. Indicator plan
12. Additional national financing
13. Elements needed for state aid assessment
14. Information on complementarity
15. Programme implementing arrangements
16. Actions taken to involve partners
17. National rural network action plan
18. Ex ante assessment of verifiability, controllability and error risk
19. Transitional arrangements
20. Thematic sub-programmes

(European Commission 2014d.)

The Content of a Measure Description an a RDP

M XX

Legal basis

General description of the measure including its intervention logic and contribution to focus areas and cross-cutting objectives

Scope, level of support, eligible beneficiaries, and where relevant, methodology for calculation of the amount or support rate broken down by sub-measure and/or type of operation where necessary. For each type of operation specification of eligible costs, eligibility conditions, applicable amounts and support rates and principles with regard to the setting of selection criteria

Sub-measure:

Description of the type of operation

Type of support

Links to other legislation

Beneficiaries

Eligible costs

Eligibility conditions

Principles with regards to the setting of selection criteria

(Applicable) amounts and support Council

Verifiability and controllability of the measures and/or types of operations

Risk(s) in the implementation of the measures

Mitigating actions

Overall assessment of the measure

Methodology for calculation of the amount or support rate, where relevant

Information specific to the operation

Verifiability and controllability of the measures and/or types of operations

Risk(s) in the implementation of the measures

Mitigating actions

Overall assessment of the measure

Methodology for calculation of the amount or support rate, where relevant

Information specific to the measure

Other important remarks relevant to understand and implement the measure

(European Commission 2014d.)

Extracted Material – Measure 01 Knowledge transfer

M01	General description of the measure	1.1 Support for vocational training and skills acquisition actions	1.2 Support for demonstration activities and information actions
Austria	-	-	<p>Information actions: Provision of circulating suitable information for the SMEs</p> <p>Distribution of latest information</p> <p>Effectively exercise their professional activities</p>
Estonia	-	-	-
Finland – mainland	<p>Improve rural entrepreneurship and its reform of skills and competences</p> <p>Increase knowledge of entrepreneurs and players and cooperation and new developments</p> <p>Rural SMEs to enhance their competitiveness and resource efficiency and improve their environmental performance while contributing to the sustainability</p> <p>Increase the management and in areas such as business development, marketing, environment, water management and energy efficiency, and self-directed professional skills in the updating and strengthening the knowledge base</p> <p>Creation of conditions for the development of new business lines and innovative business activities</p> <p>Awareness raising in know-how on energy efficiency</p> <p>Enhance knowledge and skills to address climate, environmental issues, energy conservation and related skills</p> <p>Innovations and improvements in energy efficiency</p> <p>Skills to develop new concepts and approaches</p> <p>Target on micro-enterprises and SMEs</p> <p>Business development examples: Management, productivity, competitiveness, economic governance, business model and commercial innovation, market and customer orientation,</p>	<p>Projects that facilitate scientific knowledge, innovation and the skills of rural SMEs and other operators</p> <p>Training courses for groups of learners</p> <p>Training examples workshops, internet based education demonstration actions/demonstration, and company visits</p> <p>The measure will be implemented in different ways in the projects that facilitate scientific knowledge, innovation and the skills of rural SMEs.</p>	<p>Facilitate scientific knowledge, innovation and knowledge of the operators</p> <p>Support activities to information on new production, marketing or service methods or other business, or to improve the knowledge on methods</p> <p>Project types: on-line information, exhibitions, demonstrations, events, brochures and presentations</p>

	<p>cost-effectiveness, international dimension (networks and trade) by sector specific needs (e.g. tourism) using new ICT by business and use of social media companies, networking, cooperation and communication networks</p> <p>Examples of educational and knowledge transfer actions: Communication to the public and private sector, as well as the importance of thriving rural livelihoods.</p> <p>Raised awareness of opportunities offered by rural activities</p> <p>Examples of educational and knowledge transfer actions: Changing the management changes encountered by production holdings and enterprises, which, in the context of enlargement, as well as the renewal of the successions of ownership and ownership structure</p> <p>Improved welfare of entrepreneurs</p> <p>Local Leader groups focus on financing projects which benefit will be local entrepreneurs</p> <p>Examples of Leader funds on projects: Use of information technology services and daily practices remote connection use and their use, early stage entrepreneurship, common mode entrepreneurship (e.g. cooperative entrepreneurship, entrepreneurship mentoring training models) changes encountered by management, cultural and creative industries.</p>		
Finland – Åland	<p>Knowledge transfer actions promoting skills development that strengthens conditions for business development</p> <p>Aim: Positive impact on equal opportunities, integration policies, cooperation for economic growth and employment, and entrepreneurship and work opportunities for young people in rural areas.</p>	-	-
Germany – Mecklenburg-Vorpommern	-	-	-
Slovenia	-	-	-
United Kingdom – England	<p>Lack of access to a skilled workforce within small rural businesses</p> <p>Development of small rural enterprises</p> <p>Improvement of business competitiveness</p> <p>Training and knowledge transfer: development of rural businesses and industry specific technical skills, including environmental skills</p>	<p>Training courses, workshops and coaching: management skills; business skills; ICT and the use of new technology; benchmarking; climate change adaptation and mitigation.</p>	-

Extracted Material – Measure 02 Advisory services

M02	General description of the measure	2.1 - Support to help benefiting from the use of advisory services
Austria	<p>Making available or recourse to consultancy services for managers of SMEs for the improvement of the economic and environmental performance as well as the climate friendliness and resilience of their enterprise and/or investment</p> <p>In the advice of SMEs and entrepreneurs, the strengthening of rural economy and the development and maintenance of jobs is secured</p>	<p>Provision of advice to SMEs in rural areas on: improving of competitiveness, environmental performance and sustainable management in a form of individual or group counselling</p> <p>In the area of SME and women entrepreneurs advice on the development of SMEs and the creation of companies, key issues, in particular drawing up business plans, financial and marketing concepts</p> <p>The reduction of energy consumption by increasing efficiency, particular attention in order to contribute to the adaptation to climate change</p>
Estonia	-	-
Finland – mainland	-	-
Finland – Åland	-	-
Germany – Mecklenburg-Vorpommern	-	-
Slovenia	-	-
United Kingdom – England	To provide advice to SMEs in rural areas to develop the competitiveness of their businesses (as complement advice provided through ERDF and national funding sources)	<p>Specific additional advisory services for other rural businesses that may include advice linked to the economic and / or environmental performance of rural small and micro-businesses.</p> <p>The RDP would only act as a funder of last resort where specific rural business needs remained unmet after ERDF intervention.</p>

Extracted Material – Measure 06 Business development

M06	General description of the measure	6.2 - Business start-up aid for non-agricultural activities in rural areas	6.4 - Support for investments in creation and development of non-agricultural activities
Austria	<p>Creation of innovative micro-enterprises taking into account regional approaches to contribute to securing jobs and creating new jobs</p> <p>Promoting local services operated including commercial accommodation and catering establishments by supporting micro and small enterprises, in particular in the field of local retail provision</p> <p>Encouraging the development of (innovative) micro-enterprises</p> <p>To improve the opportunities of women's employment</p> <p>E.g. the agri-food schools along with a relevant professional training (e.g. tourism, social services, horticulture business services) have excellent computer and business management knowledge and/or on the integrated training courses for "operational service provider business assistant or teaching"</p>	-	<p><u>Description of the type of operation:</u></p> <p>Creation and development of innovative enterprises with economic value; Innovative crafts, manufacturing and industrial production; Innovative and creative services; New products and services in the region, which will complement regional value chains</p> <p>Investments in the field of local retail provision: e.g. device investment and construction, expansion, construction of buildings); Plant and equipment (e.g. selling console, shelving); Equipment (e.g. display cabinets, cutting); Operating IT hardware and software</p> <p><u>Type of support:</u></p> <p>Contribution to the eligible costs</p> <p><u>Beneficiaries:</u></p> <p>Founded no more than 5 years since ago or a young innovative small enterprises in rural areas</p> <p>Micro and small enterprises</p> <p><u>Eligible costs:</u></p> <p>An innovative investments linked to establishment or a young innovative company which create economic added value</p> <p>Project staff costs and consultancy services; Equipment costs; Costs</p>

			for intellectual property rights protection. Investment costs; Equipment costs (Art. 45(2)(c) of the basic Regulation)
Estonia	-	-	<p><u>Description of the type of operation:</u> Support the development of non-agricultural activities the necessary investments</p> <p><u>Type of support:</u> Reimbursement of eligible costs</p> <p><u>Beneficiaries:</u> For the non-agricultural business for micro enterprises that have been in operation for at least two financial years and whose revenue in the amount of each financial year exceeded EUR 4,000.</p> <p><u>Eligible costs:</u> Construction of buildings and facilities and improvement To be installed in buildings and facilities (or associated) for stationary equipment (including IT and surveillance equipment), machinery and other equipment purchase and installation; In a mobile shop and its equipment</p>
Finland – mainland	<p>Creation of companies and to develop their activities with a particular priority to increase job opportunities for young people and women, and the promotion of entrepreneurship</p> <p>Development of new products and services, and to find alternative markets for small business, as well as encouraging enterprises to cooperate</p> <p>The cooperative business model are promoted, use business cooperation as a tool for a wide range of other economic activities</p> <p>Business growth key element is innovation.</p> <p>To encourage businesses to company-specific development activity customer need- and</p>	<p><u>Description of the type of operation:</u> Creating the conditions for business start-ups and innovative businesses and the renewal of experimentation</p> <p>Start-up aid for new businesses and start-ups to businesses that provide a new product or service on the market or otherwise will renew its activities</p> <p>Priority in setting up a new business</p> <p>May be granted also to manufacturing or services business</p>	<p><u>Description of the type of operation:</u> Investment aid enabling enterprises active in generation and new business ideas and opportunities for the development of products and services to both domestic and foreign markets, and facilitating the access to finance of businesses</p> <p>In order to increase productivity and efficiency in order to create competitive advantages and investment needed for the growth of new innovative solutions and to identify areas of</p>

	<p>market-based development and experimentation</p> <p>To help companies develop and pilot actions to have access to information and experience in order to develop his activity in a rapidly changing environment</p> <p>To create new business areas taking advantage of innovative and sustainable way rural tangible and intangible assets such as rural infrastructure</p> <p>To promote the internationalisation; the businesses are encouraged to find new customers and markets, to differentiate their products and services, and the development of quality for different customer segments</p> <p>Encouraged cooperation and pooling of resources with other enterprises or operators</p>	<p>already existing for competitiveness, viability and profitability of the enterprise, to improve the quality of major added value and scope of the development and enhancement of human capital, internationalisation and innovative policy and planning of these actions</p> <p>Examples: new innovative products, processes and services, product development, development and improvement of quality service formation, new business models and earning logics development, design and implementation of marketing strategies and concepts, market surveys, drafting and other promotion of research and development and for the internationalisation of education and training in a company</p> <p>To encourage companies to find new innovative businesses, e.g. the commercialisation of inventions</p> <p>Further development of the idea for the generation of new knowledge. Testing different approaches to ensure the implementation of business ideas. In both cases, however, the most important thing is education. Whether through experimentation or invention, it can be seen from the idea of further development of the product or service to conditions</p> <p>Experimentation is the critical period where the enterprise has not the neces-</p>	<p>strength</p> <p>Investment for growth will be the focus of the activity of conferring a special investments or investments</p> <p><u>Type of support:</u></p> <p>Investment aid is intended to start a non-agricultural business activity or the starting-up of the tangible or intangible investment financing</p> <p>E.g. investments are supported by appropriate business operations or facilities, machinery, installations and equipment, and intangible investment as customer management or information systems, the industrial internet and patents and manufacturing rights. In addition, support may be granted for general investment incl. feasibility studies</p> <p><u>Beneficiaries:</u></p> <p>A natural person may apply for support for an investment in the area; the aid is paid to the enterprise</p> <p>Non-agricultural business activities of micro and small companies should only receive investment aid for investments</p> <p><u>Eligible costs:</u></p> <p>Tangible investment: Immovable property for the construction, acquisition, including leasing, or improvement of them.</p> <p>The purchase of land not built on and land built on for an amount not exceeding 10% of the total eligible expenditure for the operation concerned.</p> <p>New machinery, equipment and purchase of equipment, the purchase or lease-purchase instalment financing up to the market value of the asset</p>
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		<p>sary funding for further development of practical inventions</p> <p>The suitability of the high technological development has a limited but necessary for the quick identification of solutions and further development possibilities perception</p> <p><u>Type of support:</u></p> <p>Companies starting up a new business start-up aid to be granted: (i) to start a new business; (ii) business start-up aid for non-agricultural companies setting up a new business. Start-up aid may be granted even if the enterprise investments (investment aid) to extend existing activities and, at the same time, to start a new business start-up aid (integrated approach); (iii) can be granted start-up aid under (i) and (ii) of the market and to enterprises in the customer-driven innovation promoting experimentation</p> <p><u>Beneficiaries:</u></p> <p>Natural persons and private legal entities in rural areas</p> <p>Micro and small enterprises</p> <p>Family enterprises, cooperatives and other associations with permanent economic activity</p> <p><u>Eligible costs:</u></p> <p>Aid may be granted to cover the following new company start-up activities (subcategories): Setting up a new business (i): Business development consultancy relating to the use of professional services; The sector renting of</p>	<p>Intangible investment: Acquisition or development of computer software and acquisitions of patents, licenses, copyrights and trademarks;</p> <p>Overheads General costs, such as architects', engineers' and consultants' fees, investment, environmental and economic sustainability and the fees relating to advice on the authorisation and registration fees. Feasibility studies remain eligible costs even where based on their results, no expenditure on physical investments</p> <p>The replacement of machinery or apparatus to be marketed by the introduction of modern technology or a new technology or activity substantially expanded.</p> <p>Eligible costs are the costs relating to leasing or instalment financing contract, such as lessor's margin, interest refinancing costs, overheads and insurance charges. Ineligible costs, as appropriate, by comparing the cost of leasing or instalment financing contract machinery or apparatus for which the aid level. Where the market value of the eligible for aid will be by public tender.</p>
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		<p>machinery and equipment and premises; Any other activities needed for the establishment of the new company. (ii) Development of the company: External use of the services of experts and consultants; Participation in trade fairs, exhibitions and similar events; Further measures necessary for the start of the business. Experimentation with innovative approaches (III): Aid may be granted under the business plan trial activities implementation</p>	
Finland – Åland	-	-	-
Germany – Mecklenburg-Vorpommern	<p>The investment support for micro-enterprises especially in the commercial and services sector and a sustainable contribution to preserving the rural communities as an attractive working and living environment</p>	-	<p><u>Description of the type of operation:</u> The funding supports the establishment and extension of micro-enterprises Investment projects leading to the new permanent jobs created or existing jobs been secured <u>Type of support:</u> Non-repayable grant <u>Beneficiaries:</u> Micro enterprises whose permanent establishment outside of large and medium-sized towns nearby and the separate paragraph of its local market (50 km radius) Micro enterprises In the manufacturing sector The Annexes A and B of the crafts and trades listed, except in the construction sector; Retail of daily consumer goods in a sales area of less than 400 square metres and mobile sales stands; The tourism industry in order to increase the touristic attractiveness of rural</p>

			<p>areas; The services economy</p> <p>Only retail investment in rural towns with less than 500 inhabitants</p> <p><u>Eligible costs:</u></p> <p>Cost of the tangible fixed assets forming part of the investment project, in accordance with the provisions of Article 45 of Regulation (EU) No 1305/2013</p> <p>The purchase of second hand equipment is eligible under the following conditions: The value of the purchase must correspond to the book value of the asset; and the confirmation of a tax advisor/auditor shall be provided</p>
Slovenia	<p>To promote the development of non-agricultural activities at the expense of increased use of endogenous potential and to create an additional source of income in rural areas, maintenance of already existing jobs, but also to create new, green jobs</p> <p>Promoting the use of financial instruments in creation and development of non-agricultural activities</p>	-	<p><u>Description of the type of operation:</u></p> <p>The purpose of the sub-measure is to support investments in the creation and development of non-agricultural activities</p> <p>Sub-measure introduces financial instruments or feedback forms of funding to beneficiaries, thus ensuring easier access to financing in the context of the banking market failures, and in this way to encourage faster economic development</p> <p>Priority in activities in connection with: Local subsistence; Green tourism; Social entrepreneurship; Social security services; Organic waste management</p> <p>Create conditions for the creation of green jobs and an additional source of income</p> <p>To be eligible for support only those activities which are non-agricultural activities and those activities that do not result in the product referred to in Annex 1 to the Treaty</p>

			<p>Supported micro and small enterprises, established and operating in settlements with fewer than 5.000 inhabitants</p> <p><u>Type of support:</u> Granted in the form of financial instruments</p> <p><u>Beneficiaries:</u> The beneficiaries are natural persons who have registered a supplementary activity on micro-enterprises</p> <p><u>Eligible costs:</u> Construction and craft works in connection with the construction and renovation of facilities; Construction and craft works in conjunction with the arrangement of the premises in which the activity is to be performed; the purchase of new machinery and equipment, including computer software; General costs, such as architects', engineers' and consultants</p>
United Kingdom – England	<p>Encouraging innovation and growth, including new product and market development. The business development measure may be used in combination with other measures such as knowledge transfer and co-operation to encourage the development of networking and clustering between enterprises</p> <p>Help businesses adopt new and innovative practices or procedures and to help adapt and mitigate against climate change impacts</p>	<p><u>Description of the type of operation:</u> Creation of high value-added new rural start-ups to create new jobs and wider economic benefit to the rural economy.</p> <p>Examples include: Processing and marketing resulting in non-Annex I products as output (no matter the input); Rural tourism activities including those linked to economic development including tourist accommodation; Construction, reconstruction or establishment of workshops, factories, plants and other premises and facilities; Social service provision; Development of crafts and handicraft activities; Leisure, recreational</p>	<p><u>Description of the type of operation:</u> Support for growth objectives, in particular the creation and expansion of rural businesses through the development of new product lines and processes. Support will be to non-farming businesses</p> <p>Examples include: Processing and marketing resulting in non-Annex I products as output (no matter the input); Rural tourism activities linked to economic development including tourist accommodation; Construction, re-construction or establishment of workshops, factories, plants and other premises and facilities; Development of crafts and handicraft activities; and Leisure, recreational and sport activities</p> <p><u>Type of support:</u></p>

		<p>and sport activities; IT activities; Architecture and engineering activities, accounting, book keeping and auditing services, technical services, industrial cleaning, veterinary activities</p> <p><u>Type of support:</u> Grant</p> <p><u>Beneficiaries:</u> Non-agricultural micro and small enterprises in rural areas, including social enterprises Natural persons in rural areas Support for non-agricultural activities</p>	<p>Grant</p> <p><u>Beneficiaries:</u> Small and micro rural businesses and natural persons</p> <p><u>Eligible costs:</u> The costs of construction, acquisition (including leasing) or improvement to immovable property; the purchase or lease purchase of new machinery and equipment; General costs linked to facilitating investments such as architect, engineer, consultation fees and technical support; Intangible investments including, acquisition or development of computer software and acquisition of patents, licences, copyrights, trademarks</p>
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Extracted Material – Measure 16 Cooperation

General description of the measure	
Austria	<p>This covers various forms of cooperation in the area tourism and SME support. Incentives will be created for cooperation and networking of different actors and enterprises and thus promote the development and implementation of mainly new and innovative projects and projects to promote. Through cooperation between different actors, it is possible to exploit economies of scale.</p> <p><u>The following innovation activities will be supported:</u></p> <p>Establishment and operation of operational groups of the EIP for agricultural productivity and sustainability</p> <p>Development activities: The acquiring, combining, shaping and using of existing scientific, technological, business and other relevant knowledge and skills for the purpose of producing plans and arrangements or designs for new, altered or improved products, processes or services.</p> <p>Pilot projects: Bench or demonstration projects with socially, economically and technologically high risk developments in the general introduction to address issues of acceptance, efficiency, the market potential and the technical optimisation serves to. For pilot projects in order to achieve meaningful results, they must be analysed by means of accompanying research.</p> <p>Support the development of innovative pilot projects in the tourism sector</p> <ul style="list-style-type: none"> - The aim is to support innovative pilot projects in rural tourism, the development of new products and services and marketing of populations. Projects should therefore be defined, the design, development and implementation of creative and innovative services in Austrian buchungsrelevanter (booking relevant) as tourist destinations. <p>Cooperation among small operators in organising joint work processes and sharing facilities and resources and for the development and/or marketing of tourism services relating to rural tourism</p> <ul style="list-style-type: none"> - The aim is to support the cooperation of small operators in organising joint work processes and sharing facilities and resources and for the development and/or marketing of tourism services relating to rural tourism. - Support will target in particular the further professionalisation and quality in rural tourism, culinary offer. The strengthening of the tourism profile requires the development of the gastronomic profile in the regions and is therefore a main focus of this action. - A further priority is the creation of innovative services for the round-the-clock flow in rural areas. This will require the development of innovative soft- measures (including smaller investment measures) as well as their targeted marketing. <p>Cooperation of micro-enterprises in rural areas</p> <ul style="list-style-type: none"> - Enhanced cooperation between micro business and their interconnection with other sectors, in particular the agricultural sector will also be supported. The aim is to sustainably strengthen the competitiveness of the undertakings concerned and the increase of the regional economic potential. By the cooperation created and safe-guarded jobs to the depopulation of rural areas.
Estonia	-
Finland – mainland	<p>The measure comprises sub-measures:</p> <ul style="list-style-type: none"> - 16.0. Other actions to support the programme priorities that cannot be allocated to any of the above themes. - 16.3. Co-operation among small operators in organising joint work processes, and sharing facilities and resources and for the development and/or marketing of tourism. <p>The measure is providing support to all areas of rural development and of the creation of new clusters, partnerships and cooperation projects and projects for the development of rural innovation groups' innovation activities to develop and make available.</p> <p>The measure will support the objectives of the programme, in the form of a grant of the relevant companies, market participants, experts, universities, research institutes, univer-</p>

	<p>sities and other development organisations with projects to promote the practice of research activity, product development, linked to the preparation and adoption of the innovation, logistics, cost-effectiveness, quality and enhance the functioning of the market, for example, by increasing the efficiency of production processes and of expertise and international cooperation across sector boundaries.</p> <p>Examples of projects are:</p> <ul style="list-style-type: none"> - Micro projects for organising joint work processes and sharing facilities and resources, develop their competitiveness. Companies in the tourism sector, the common development and marketing projects. International cooperation projects in the Baltic Sea and in the EU. - The approach of a new product or process, as well as the plans and studies, as well as the piloting of a feasibility study and a demonstration project.
Finland – Åland	-
Germany – Mecklenburg-Vorpommern	-
Slovenia	-
United Kingdom – England	Local co-operation in tourism activities will be supported that improve the attractiveness of the overall destination and help develop the supply chain in the visitor economy, for example food and drink.

Submeasures	
Austria	<p>16.02.2. Support the development of innovative pilot projects in the tourism sector</p> <p><u>Description of the type of operation</u></p> <p>a) development of innovative tourism pilot projects (= model projects for example) on the sustainable development of tourism in rural areas and in overall tourism concepts and the tourism strategy of the Federal Government are embedded.</p> <p>b) development of innovative tourism pilot projects (= model projects for example) on the sustainable development of tourism in rural areas and in overall tourism concepts and the country strategy are embedded.</p> <p><u>Type of support</u></p> <p>Contribution to the allowable costs.</p> <p><u>Beneficiaries</u></p> <p>Natural or legal persons or other companies under company law; Cooperation in various forms.</p> <p><u>Eligible costs</u></p> <p>Investment costs, operating costs and staff costs.</p> <p><u>Eligibility conditions</u></p> <p>The overall project objectives and territorial respect to provides a strategies, in particular the tourism strategy of the Federal Government (a) or (b);</p> <p>Projects up to 500.000 euros total cost.</p> <p>16.3.1 Cooperation of small operators, business processes, use of resources and tourism services</p> <p><u>Description of the type of operation</u></p> <ol style="list-style-type: none"> 1. Structure and development of the cooperation of small operators in organising joint work processes and sharing facilities and resources. 2. Cooperation between actors in the field of rural tourism. 3. Development and/or marketing of tourism services, in particular, as well as taking on culinary initiatives related to rural tourism. 4. Establishment and development of cooperation of small operators in the tourism sector and the development of specific tourism offers and their national implementation and commercialisation.

	<p><u>Type of support</u> Contribution to the allowable costs.</p> <p><u>Beneficiaries</u> (1) to (3) Legal persons, associations of persons and their cooperation according to subject matter of the grant; (4) Legal persons or other companies under company law; Cooperation in various forms.</p> <p><u>Eligible costs</u> (1) to (3) Operating and personnel expenses for the activities indicated in the subject of the aid; (4) Investment costs, material costs, labour costs.</p> <p><u>Eligibility conditions</u> The following eligibility criteria apply to all projects under this type of operation:</p> <ul style="list-style-type: none"> - It is a new form of cooperation or existing forms of cooperation, a new common project; - It is a concrete target for a planned project or activity of cooperation available; - The cooperation shall include at least the duration of the supported project to be designed; - The project is one of the above types of attributable. - For projects under (1) to (3): The cooperation is restricted to micro-enterprises and is at the time the application is made at least five members. - For projects under (2) to (3): A confirmation, that the holdings participating in the project in accordance with a generally recognised quality system are reviewed. - For projects under (4): The cooperation is restricted to micro-enterprises and consists of at least two actors; - The project establishes a link with the overall objectives and strategies, in particular the tourism strategy of the Federal Government; - Projects with a maximum of 500.000 euros total cost. <p>16.03.2. Cooperation of micro-enterprises in rural areas</p> <p><u>Description of the type of operation</u> Development and reinforcement of cooperation between micro business and their networking with other sectors; Use of cooperation on the development and implementation of innovative approaches, the competitiveness of the companies involved in cooperation, thereby sustainably strengthening the economic potential of the region; Creation and maintenance of jobs, for the population exodus from rural areas; Cooperation can take place in the following fields: The development of new products, technologies or processes, safeguarding and reinforcing of local retail provision, branding, better use of local markets (regionality), sustainable management, efficient use of all resources, organisation of joint operations (e.g. logistics), cross-border market entry.</p> <p><u>Type of support</u> Contribution to the allowable costs.</p> <p><u>Beneficiaries</u> Micro-enterprises in the form of legal entities (in particular associations, GesmbH etc.), partnerships and associations</p> <p><u>Eligible costs</u> The cost of equipment and staff, in most instances, eligible investment costs.</p> <p><u>Eligibility conditions</u> Implementation of the project in rural areas; Project collaboration is based on at least 10 partners (of which at least 75 % of the participating partners) business services.</p>
Estonia	-
Finland – mainland	<p>16.0. Other priorities of the cooperation activities supported by the programme</p> <p><u>Description of the type of operation</u> The measure can also be used to support another rural actors such cooperation, which implements the programme’s priorities under Articles 35 and 1) and to contribute to the</p>

<p>“European innovation partnership for smart growth in rural areas, in so far as any other project is mainly a sub-measure of the measure.</p> <p><u>Type of support</u></p> <p>The measure is implemented development projects. The support shall be paid in the form of a grant of the developer of the project.</p> <p><u>Beneficiaries</u></p> <p>The beneficiary shall be responsible of the project developer, which may be either a public or private law entity, such as SME development organisation, a foundation, a research department or institution, municipality or association. The aid is granted to the person responsible of the project promoter. If the developer has rural innovation group, only it can be the recipient of aid.</p> <p>Development project support is granted under the condition that the claimant is the scale and scope of the project the necessary competence and adequate financial and operational capacity to implement the project. Project aid may be granted only to measure the applicant’s ordinary activities are organised in the form of a separate project.</p> <p><u>Eligible costs</u></p> <p>The eligible costs are reasonable costs for the organisation and implementation of cooperation. The aid may cover relevant small purchases. An integral part of the project for demonstration projects (demonstration), but also to the reasonable investments are eligible, under defined conditions, for the measure M 01.</p> <p>The following may be eligible for support reasonable costs linked to the implementation of the project: The salary costs; Travel costs; The acquisition of project outsourcing services; Rental costs; Material and other costs necessary for the implementation of the</p> <p>Aid may be granted in the form of a lump sum, up to a maximum of EUR 100 000, or as a percentage of indirect costs or receipt based. The percentage of overheads may not exceed 24 % of the total eligible salary costs. This compensation may cover the indirect costs of the project. If the travel costs are particularly high, may be applied to the EU 1303/2013 Art 68, the percentage contribution of 15 % earmarked for the indirect costs of the project.</p> <p>No support shall be granted for the undertaking of a medium-sized or larger normal product development, but also large enterprises to participate in project implementation when they can deliver the knowledge as part of the value chain. Eligible clusters must be new or starting a new activity. In the absence of an individual undertaking in normal growth of the value chain or existing projects or research projects carried out shall, unless their results. The new developed the prototype or costs of commercial production or use of normal activity costs and of the beneficiaries of the aid are also excluded. Targeting of the aid small enterprises were already the undertaking commercialised product development or marketing.</p> <p>The supported action/project duration is, as a general rule, 3 years and not more than 5 years.</p> <p><u>Eligibility conditions</u></p> <p>Eligibility criteria are defined in the EU legislation and further in national law:</p> <p>The aid is granted under the condition that the applicants submit a description of the project and the results of the project will be published in an appropriate manner, and they are generally accessible.</p> <p>The aid is granted under the condition that the aid is necessary for the performance of the activities concerned. A further condition is that the measure, plan of action supported by the applicant. The plan shall include objectives, actions required to fulfil them and the fulfilment of the criteria, the estimated total costs and total implementation time, the taking into account of the objective of sustainable development as well as the implementation of the action plan for support on the profitability of this activity.</p> <p>The plan should also indicate the promoter of the project, the total costs of the specifications, the form of the aid, a link to the method of implementation and private funding to the programme under which the project is intended for funding, impact and results of the project, together with any other information necessary in order to decide on the application. The project plan shall set out how the project has already been taken into account in the preparation of the public funding to projects financed under previous or activities closely related to the outcome of the aid granted. Furthermore, the project plan shall set out how the resulting from the project activity will be continued after the end of the project because of the nature of the activity, unless this is manifestly unnecessary.</p> <p>If the final amount of the grant on the basis of the eligible costs of the supported measure is lower than EUR 5000, no grant will be awarded.</p>
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<p>16.3. Other co-operation among small operators</p> <p><u>Description of the type of operation</u></p> <p>The aim is cooperation between small rural enterprises and their services, particularly in the tourism sector, in order to improve marketing. Cooperation could also cover cooperation between smaller players and new formulas for division of labour.</p> <p><u>Type of support</u></p> <p>The measure is implemented development projects. The support shall be paid in the form of a grant of the developer of the project.</p> <p><u>Beneficiaries</u></p> <p>The recipient may be a public or private body, such as the SME Development Organisation, a foundation, a research department or institution, municipality or association. The beneficiaries of the project can only be distinguished only micro-enterprises. The aid is granted to the person responsible of the project promoter. If the developer has rural innovation group, only it can be the recipient of aid.</p> <p>Development project support is granted under the condition that the claimant is the scale and scope of the project the necessary competence and adequate financial and operational capacity to implement the project. Project aid may be granted only to measure the applicant's ordinary activities are organised in the form of a separate project.</p> <p><u>Eligible costs</u></p> <p>The eligible costs are reasonable costs for the organisation and implementation of cooperation. The aid may cover relevant small procurements. For demonstration projects (demonstration), including the necessary reasonable investments are eligible, under defined conditions, for the measure M 01.</p> <p>Aid may be granted to cover the following reasonable costs linked to the implementation of the project:</p> <p>The premia/reward costs; Travel costs; The acquisition of project outsourcing services; Rental costs; Material and other costs necessary for the implementation of the</p> <p>Aid may be granted in the form of a lump sum or as a percentage of indirect or receipt based. The percentage of overheads may not exceed 24 % of the project's eligible wage costs.</p> <p>Through State aid, and aid levels are to be determined in the context of the notification procedure.</p> <p>No support shall be granted for the undertaking of a medium-sized or larger normal product development, but also large enterprises to participate in project implementation when they can deliver the knowledge as part of the value chain. Eligible clusters must be new or starting a new activity. In the absence of an individual undertaking in normal growth of the value chain or existing projects or research projects carried out shall, unless their results. The new developed the prototype or costs of commercial production or use of normal activity costs and of the beneficiaries of the aid are also excluded. Greater targeting of the aid already commercialised a micro-enterprise development or marketing of the product.</p> <p>The supported action/project duration is, as a general rule, 3 years and not more than 5 years.</p> <p><u>Eligibility conditions</u></p> <p>The aid is granted under the condition that the applicants submit a description of the project and the results of the project will be published in an appropriate manner, and they are generally accessible.</p> <p>The aid is granted under the condition that the aid is necessary for the performance of the activities concerned. A further condition is that the measure, plan of action supported by the applicant. The plan shall include objectives, actions required to fulfil them and the fulfilment of the criteria, the estimated total costs and total implementation time, the taking into account of the objective of sustainable development as well as the implementation of the action plan for support on the profitability of this activity.</p> <p>The plan should also indicate the promoter of the project, the total costs of the specifications, the form of the aid, a link to the method of implementation and private funding to the programme under which the project is intended for funding, impact and results of the project, together with any other information necessary in order to decide on the application. The project plan shall set out how the project has already been taken into account in the preparation of the public funding to projects financed under previous or activities closely related to the outcome of the aid granted. Furthermore, the project plan shall set</p>
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	<p>out how the resulting from the project activity will be continued after the end of the project because of the nature of the activity, unless this is manifestly unnecessary.</p> <p>If the final amount of the grant on the basis of the eligible costs of the supported measure is lower than EUR 5000, no grant will be awarded.</p>
Finland – Åland	-
Germany – Mecklenburg-Vorpommern	-
Slovenia	-
United Kingdom – England	<p>16.2 - Support for pilot projects / the development of new products, practices, processes and technologies</p> <p><u>Description of the type of operation</u></p> <p>Greater trialling of pilot projects amongst cooperative groups of other local actors, strengthening links between technology firms, research institutes and wider local economic development issues, such as tourism. Additionally, potential pilot projects could include coordinated approaches to the development of wider local economic development issues, such as tourism.</p> <p><u>Type of support</u></p> <p>Grant</p> <p><u>Beneficiaries</u></p> <p>Micro and small enterprises engaged in cooperative activities.</p> <p><u>Eligible costs</u></p> <p>Costs for forming and running cooperative activities, as well as funding for activities undertaken on behalf of those cooperation groups (e.g. joint physical assets, feasibility studies, joint training provision, joint advice provision).</p> <p>Studies/plans, running costs direct costs of specific projects, promotion activities.</p> <p>Financial support for cooperatives to undertake feasibility studies for new processes or technologies; support for purchase of new physical assets or necessary training.</p> <p><u>Eligibility conditions</u></p> <p>Two or more entities looking to establish a new cooperative group or undertaking a new project through an existing group.</p> <p>Activity must contribute to at least one of the priorities of the RDR.</p> <p>Sub measure 16.3 – (Other) co-operation among small operators, including for developing/marketing tourism</p> <p><u>Description of the type of operation</u></p> <p>Promote cooperation in the tourism sector to bring forward integrated projects to develop a better coordinated local visitor economy.</p> <p><u>Type of support</u></p> <p>Grant</p> <p><u>Beneficiaries</u></p> <p>We will use this sub measure to offer support to eligible applicants in the rural businesses, social enterprises, charities, trusts, public bodies and LEADER local action groups.</p> <p><u>Eligible costs</u></p> <p>Costs covering the co-ordination and organisation of the co-operation activity.</p> <p><u>Eligibility conditions</u></p> <p>Investments will be considered on the basis of sustainable business plans and contractual agreements.</p>

Extracted Material – Measure 19 Leader

General description of the measure	
Austria	<p>It is necessary to take into account the different (development) needs for women and men from different groups, ages, where structural, economic or social constraints exist whether all groups of men and women equally as potential and active actors in the relevant thematic area positioned.</p> <p>The strategy aims to show how this cooperation of local action makers' opportunities for sustainable development can be achieved. This is an economic, social and environmental sustainability.</p>
Estonia	<p>Local action groups have contributed to all sectors both public, business and third sector cooperation. Promoting local initiative is as important thematic sectors such as promotion of cooperation of non-agricultural sector.</p> <p>The overall objective of the measure is the balanced development of the areas of the implementation of key elements of the Leader. The specific objective is enhancing the competitiveness of enterprises, particularly through the implementation of actions based on joint actions.</p>
Finland – mainland	<p>Leader to strengthen and develop local communities, businesses and the economy.</p> <p>Leader will lead to effective action at local level, in order to improve the quality of life and living conditions of employment and income, and contributes to the emergence and the development of economic activity in the region. Encourage the development of new initiatives.</p> <p>The aim is to combine Leader groups active in the networks and creating new networks and help their business and community actors networking with national and international partners. Action group work is a major procedural innovation for local development in the EAFRD and effective approach.</p> <p>The objective of the strategy is the development of economic activities. The aim of the strategy is to create a new working and earning potential. The strategy has identified targets for women, men and young people of different population groups and, possibly, targeted actions. The objectives and measures of the strategy must be in line with the principles of sustainable development.</p>
Finland – Åland	<p>The development of rural areas must come from a strong local involvement, local initiatives, cooperation, youth work and entrepreneurship. The execution of the action is to improve rural living conditions in the Åland islands, thereby making rural areas more attractive as place of residence while entrepreneurship stimulated. In rural development it is essential that all operating and living in rural areas work together to drive development.</p> <p>For rural development it is important to rural actors to acquire knowledge and exchange experience. The aim is to foster entrepreneurship in rural areas and encourage the diversification of the industry. The measure will stimulate the growth of micro enterprises through knowledge support for recruitment and investment. Actions will also have a positive impact on equal opportunities, integration policies, cooperation for economic growth and employment, as well as entrepreneurship and work opportunities for young people in rural areas.</p> <p>Through the Leader approach, new innovative approaches to knowledge transfer are initiated based on the demand that can be identified in the local community. From the SWOT analysis needs identified in the form of enhanced vertical integration within the industry, an increased generation renewal which would open the door for new entrepreneurship, and development and diversification of the micro enterprises. Ways to improve knowledge transfer in small-scale enterprise outside the traditional agriculture and communication between businesses and educational establishments can be improved, developed and strengthened.</p> <p>For the Åland Islands with a long tradition in tourism and the tourist industry is important for the Åland economy. In the SWOT analysis, the short the tourism season as a weakness. The volumes of tourists who had in the past the Åland Islands can no longer attract during the short season. In other words, there is a need to find new interests who benefit, creates several seasons and attract tourists all year round. On the Åland there are four seasons exploitable from the point of view of tourist facilities — all seasons have its charm.</p> <p>An increased generation renewal within SMEs companies would provide opportunities for new entrepreneurs in industries with innovative ideas and visions for development which may in turn can foster the labour market and allow for new jobs and immigration. There is also the possibility for enhanced nature entrepreneur inter alia in the Åland archipelago</p>

	<p>and entrepreneurship in the equine industry. Diversification of traditional farming is an opportunity for creating new innovative attractions in Åland's rural areas.</p> <p>The target group for LEADER local development are residents active in local development, employees, entrepreneurs and businesses.</p> <p>Rural innovation is necessary to generate solutions to service problems arising from the sparse structures and difficulties associated with the short summer season in tourism. Innovation promoting basic services and tourism in the local community contributes to the overall objective of innovation.</p>
Germany – Mecklenburg-Vorpommern	-
Slovenia	<p>The objective of the measure is to promote social inclusion, poverty reduction and economic development in rural areas, with a focus on the promotion of local development in rural areas. In addition, an important contribution to resolving other local needs in particular to nature conservation, protection of the environment and the cultural landscape, cultural heritage and its elements and represents a challenge for the different target groups in rural areas.</p> <p>Local Development Strategy: Support under the LEADER measure is concentrated in the heel of the core of the action as set out in Chapter 5.1 and shall read as follows: “Green Jobs and coherent rural sustainable development based on the development of the endogenous potential of rural areas”. In order to ensure a coherent and sustainable development of rural areas, in addition to investment in the development of the basic infrastructure necessary to invest in the development of cultural, recreational and other activities, particularly those which contribute to greater social inclusion. High rate of unemployment, in particular among young people, women and other vulnerable groups (e.g. Roma, unemployed, older adults), low economic growth and lack of jobs, the challenges faced by the entire Slovenian area. Job creation in the countryside and encourage higher social inclusion is thus an important task, which can be achieved only by coordinated actions between the different sectors and the different funds.</p> <p>The local partnership should be taken into account when drawing up the LDS and involve all key elements as laid down by EU and national regulations. In preparing the LDS, drawn from the following four thematic areas of action identified by the MA as key challenges in the pursuit of the Union's objectives: Job creation.</p> <p>This area will address the challenges of high unemployment, increasing competitiveness, improving basic services, including local infrastructure and, as a consequence, tackling desertification, conservation of the landscape and the protection of the environment and natural resources. It will also promote greater social inclusion and the fight against poverty.</p>
United Kingdom – England	<p>Whilst we are programming LEADER activity under measure 19, we expect the priority objectives identified for LEADER will contribute to implementation of (but not be bound by) related measures and sub-measures described elsewhere in the RD programme, including Measure 6 - Farm and business development (sub measures 6.2, 6.4)</p>

Submeasures	
Austria	<p>19.2.1. Implementing local development strategy</p> <p><u>Description of the type of operation</u></p> <p>The strategic strands of action will include Adding value: Tourism, and economy, business, SMEs</p> <p><u>Type of support</u></p> <p>Contribution to the allowable costs.</p> <p>Lump sums for small projects not subject to competition. The with max. of cost EUR 5.700. These promoters are non-profit organisations/NGOs, or organised a group of people with non-profit requirement in question. In the case of an independent group, one member of the Group the role of representative and takes responsibility on behalf of the group. The share of the budget for lump sum is totalling max. 5 % of the total budget, was limited. To trigger the payment, an activity report with sufficient documentation on the implementation of the project have been made. It is not foreseen to review evidence or statements. The same applicant may not exceed three times the flat-rate deduction will be granted for the support to small projects.</p> <p><u>Beneficiaries</u></p> <p>A beneficiary for promoting the implementation of the local development strategies of</p>

	<p>local action groups in addition to the other regional actors of the leader-region directly if they carry out the action.</p> <p>A beneficiary may hence be:</p> <ol style="list-style-type: none"> 1. Natural persons; 2. Registered partnerships; 3. Legal persons; 4. The municipalities. <p><u>Eligible costs</u></p> <p>In due conformity with national support instruments are the following types of costs shall be eligible: Investment costs; Equipment costs (including project personnel costs).</p> <p><u>Eligibility conditions</u></p> <p>The project must have a positive contribution to implementation of the les;</p> <p>For the authorisation is a positive decision of the project selection committee of the LAGs;</p> <p>The costing of the project must be plausible and the financing of the project must be ensured.</p> <p>19.3.1. Implementation of national or transnational co-operation projects</p> <p><u>Description of the type of operation</u></p> <p>(I) The eligible costs will be the development and preparation of national or transnational co-operation projects with the specific aim of planning an implementation plan. These include: 1. Organisation of a start meeting or experience; 2. Studies and discussions on the implementation of a joint action.</p> <p>(II) The overall development and sources of cooperative projects concern the preparation and implementation and may be categorised as follows: 1. Studies and tests for the implementation of a joint action; 2. Implementation of the joint action; Including capacity building and investments; 3. Evaluation of the cooperation; 4. Public relations.</p> <p>National cooperation projects takes place in Austria. Transnational cooperation projects between several Member States or between a Member State and a third country; Support under this measure is, however, the Austrian partners of cooperation only.</p> <p>In addition, as was a cooperation partners and partnerships of local public or private partners from rural areas and a local strategy within or outside the EU put into question. Partnerships of local public or private partners, may be eligible only if they implement rural development strategy.</p> <p><u>Type of support</u></p> <p>Contribution to the allowable costs.</p> <p><u>Beneficiaries</u></p> <p>The beneficiaries of aid under this measure are die lag in question. Other regional actors of the leader-region may be supported if they carry out directly the joint action.</p> <ol style="list-style-type: none"> 1. Natural persons; 2. Registered partnerships; 3. Legal persons; 4. The municipalities. <p><u>Eligible costs</u></p> <p>The cooperation relates to the preparation and implementation of the action. Therefore, the following activities are eligible, provided that they are clearly linked with the cooperation project and provided that they are incurred within the territory covered by this programme: Investment costs; Equipment costs (including project personnel costs).</p> <p>In cases of shared costs may be divided among the partners. (e.g. Website and booklet).</p> <p><u>Eligibility conditions</u></p> <p>Positive decision of the project selection committee;</p> <p>Compliance with the local development strategy of the LAGs;</p> <p>For projects under (i), in addition: Implementation of a concrete project planned;</p> <p>The costing of the project must be plausible. The financing of the project must be ensured.</p>
Estonia	<p>19.2 Implementing local development strategies</p> <p><u>Description of the type of operation</u></p> <p>The Leader added value will increase, inter alia, the following types of projects: Small-scale, innovative, integrated, area-based development, including local food projects or cooperation projects.</p> <p><u>Type of support</u></p> <p>The aid shall be paid in accordance with the provisions of Articles 67 and 68 of Council</p>

	<p>Regulation (EU) No 1303/2013 of the European Parliament and of the Council and Articles 60 and 61 of Council Regulation (EU) No 1305/2013</p> <p><u>Beneficiaries</u></p> <p>Enterprises, local authorities, non-profit organisations including local action groups, partnerships, Foundations, museums in the field of agriculture and rural economy in the region that have set up a local action group.</p> <p><u>Eligible costs</u></p> <p>List of non-eligible expenditure shall be laid down in an implementing regulation of the Minister of Agriculture.</p> <p>Eligible expenditure Contributions in kind may be used as an own contribution.</p> <p><u>Eligibility conditions</u></p> <p>Each local action group implement the approved local development strategy, actions developed in the framework of the supported activities, which are the beneficiaries of the measure, the maximum amount of the grant and the rate of the development agenda, given the requirements laid down in EU and national rules and State aid rules. The local action group can itself be an applicant within projects which have a regional impact or the region need.</p> <p>19.3 Cooperation</p> <p><u>Description of the type of operation</u></p> <p>Collaborative projects, which are national or Estonia and one or more between the EU country or other country</p> <p>The preparation of cooperation projects.</p> <p>Leader local development cooperation projects contribute to the objectives of the action. Partnership is necessary in view of the local development strategy. Areas may include issues such as cultural heritage, sport and health, social inclusion, entrepreneurship, environmentally sustainable management options and other areas in accordance with the local development strategy.</p> <p><u>Type of support</u></p> <p>The aid shall be paid in accordance with the provisions of Articles 67 and 68 of Council Regulation (EU) No 1303/2013 of the European Parliament and of the Council and Articles 60 and 61 of Council Regulation (EU) No 1305/2013</p> <p><u>Beneficiaries</u></p> <p>Local action groups and partnerships, which satisfy the requirements of Article 44(2) of the European Parliament and Council Regulation (EU) No 1305/2013: A group of local public and private partners, who is implementing a local development strategy within or outside the Union and, where a group of local public and private partners, who is implementing a local development strategy.</p> <p><u>Eligible costs</u></p> <p>The implementation of cooperation projects in the preparation of the list of ineligible expenditure shall be laid down in the implementing Regulation of the Minister of Agriculture.</p> <p>Eligible costs may include personnel and overhead costs, including project management, translation cost, seminars, coaching and events, travel and transport costs, preparation of publications and other costs, which is in line with European Parliament and Council Regulation (EU) No 1303/2013 Articles 65 to 71 and Articles 60 to 63 of Regulation (EU) No 1305/2013.</p> <p>The preparation of cooperation projects is eligible expenditure relating to activities that need to be made prior to the start of the cooperation project, such as studies, surveys, consultations, organisation of meetings. As well as the personnel costs and general expenses, travel and transport costs, translation cost etc.</p> <p><u>Eligibility conditions</u></p> <p>The preparation of cooperation projects is eligible on condition that local action groups are able to demonstrate that they intend to implement a specific project.</p> <p>For the implementation of the local development strategy is the result of a cooperation project. The general meeting shall approve the project between LAGs and the Paying Agency shall assess the eligibility of the proposed activities.</p>
Finland – mainland	<p>19.2. The local development strategy is to be implemented through support measures</p> <p><u>Description of the type of operation</u></p> <p>Sub-measure includes financing of activities of Leader groups putting forward local de-</p>

	<p>velopment strategies.</p> <p><u>Type of support</u></p> <p>The aid is granted in the form of a grant, public investment project or a business venture. Measures may be local, regional, interregional or international development or business ventures.</p> <p>The applicant organisation is theme project. Theme project contain either development or public investment. The project may also include the cost leader group. Maximum theme project with reference to public eligible expenditure, is set at EUR 180 000. Simplified cost options when public aid is limited to a maximum of the procedure.</p> <p><u>Beneficiaries</u></p> <p>The beneficiaries are public investment projects and to public bodies and private entities, such as associations, associations, cooperatives, foundations, municipalities. Business support meeting the criteria of the natural persons and private law entities. Also family businesses and cooperatives and other associations or associations regularly engaged in an economic activity.</p> <p>The measure will benefit rural inhabitants, entrepreneurs, associations and leisure residents.</p> <p><u>Eligible costs</u></p> <p>The eligible costs are described in Chapter 8 in the descriptions of the measures. Aid may be granted in the form of a lump sum or as a percentage of indirect costs for compensation in accordance with Article 68 and 67 of Regulation (EU) 1303/2013 and national legislation and government decrees (28/2014), in accordance with the principles laid down in or receipt based. The percentage of overheads may not exceed 24 % of the project's eligible wage costs. This compensation may cover the indirect costs of the project. If the travel costs are particularly high, may apply EU/1303/2013 Art. 68, the percentage contribution of 15 % earmarked for the indirect costs of the project.</p> <p><u>Eligibility conditions</u></p> <p>The eligibility conditions of the measures theme project/promoter are described in section 8 descriptions. Local strategies Leader groups of the measures to be implemented under measures do not necessarily have to be, provided that they are within the limits of the Mainland Finland Rural Development Programme, one of the Union's priorities.</p> <p>Detailed eligibility criteria will be set out in the national regulations and guidance to the management of rural development programmes, based on the Law 27/2014 and Law 28/2014. on support for rural development</p> <p>Support may be granted to facilitate theme project the ability to benefit from the programme's funding for local development in the local Leader group and to contribute to the implementation of the strategy. Theme project is composed of various measures that implement the project plan. Theme project costs may also include the compilation of the project, cooperation or exchange costs, if the project's substantive or quantitative extent so requires. They may not exceed 25 per cent of the total cost of theme project.</p> <p>19.3 The preparation of cooperation projects</p> <p><u>Description of the type of operation</u></p> <p>The aim is to prepare for interregional or international project.</p> <p><u>Type of support</u></p> <p>A support is provided in the form of grants.</p> <p><u>Beneficiaries</u></p> <p>The beneficiaries are public and private entities such as associations, organisations, cooperatives, LEADER groups.</p> <p>The measure will benefit rural inhabitants, entrepreneurs, associations and leisure residents.</p> <p><u>Eligible costs</u></p> <p>Eligible costs are the costs incurred for the implementation of the project. Project aid may cover small purchases related to the project.</p> <p>Aid may be granted to cover the following reasonable costs linked to the implementation of the project:</p> <ul style="list-style-type: none"> - The remuneration costs - Travel expenses - The acquisition of project outsourcing services
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	<ul style="list-style-type: none"> - Rental costs - Material and other costs <p>The operation supported, may not exceed a period of five years.</p> <p>Aid may be granted in the form of a lump sum or as a percentage of indirect costs for compensation in accordance with Article 68 and 67 of Regulation (EU) 1303/2013 and national legislation and government decrees (28/2014), in accordance with the principles laid down in or receipt based. The percentage of overheads may not exceed 24 % of the project's eligible wage costs. This compensation may cover the indirect costs of the project. If the travel costs are particularly high, may apply EU/1303/2013 Art. 68, the percentage contribution of 15 % earmarked for the indirect costs of the project.</p> <p><u>Eligibility conditions</u></p> <p>The developer shall demonstrate that the aid results in a plan for inter-regional or international project.</p> <p>Eligibility criteria are defined in the EU legislation and in national law.</p> <p>The aid is granted under the condition that the applicants submit a description of the project and the results of the project will be published in an appropriate manner, and they are generally accessible.</p> <p>The aid is granted under the condition that the aid is necessary for the performance of the activities concerned. A further condition is that the measure, plan of action supported by the applicant. The plan shall include objectives, actions required to fulfil them and the fulfilment of the criteria, the estimated total costs and total implementation time, the taking into account of the objective of sustainable development as well as the implementation of the action plan for support on the profitability of this activity.</p> <p>The plan should also indicate the promoter of the project, the total costs of the specifications, the form of the aid, a link to the method of implementation and private funding to the programme under which the project is intended for funding, impact and results of the project, together with any other information necessary in order to decide on the application. The project plan shall set out how the project has already been taken into account in the preparation of the public funding to projects financed under previous or activities closely related to the outcome of the aid granted. Furthermore, the project plan shall set out how the resulting from the project activity will be continued after the end of the project because of the nature of the activity, unless this is manifestly unnecessary.</p> <p>If the final amount of the grant on the basis of the eligible costs of the supported measure is lower than EUR 5000, no grant will be awarded.</p> <p>19.3 The inter-territorial cooperation project</p> <p><u>Description of the type of operation</u></p> <p>Inter-territorial cooperation means cooperation within a Member State.</p> <p>Interregional cooperation is aimed at enhancing cooperation, concrete joint projects and actions. The aim is to create cooperation networks between regions.</p> <p>Cooperation projects to find new ideas and solutions to any problems that may have arisen in the area and to establish a new, innovative and co-operation between different rural areas. The rural economic and employment opportunities will grow.</p> <p><u>Type of support</u></p> <p>A support is provided in the form of grants.</p> <p><u>Beneficiaries</u></p> <p>The beneficiaries are public and private entities, including participation by associations, organisations and groups.</p> <p>The measure will benefit rural inhabitants, entrepreneurs, associations and leisure residents.</p> <p><u>Eligible costs</u></p> <p>Eligible costs are the costs incurred for the implementation of the project. Project aid may cover small purchases related to the project.</p> <p>Aid may be granted to cover the following reasonable costs linked to the implementation of the project:</p> <ul style="list-style-type: none"> - The remuneration costs - Travel expenses - The acquisition of project outsourcing services - Rental costs - Material and other costs
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	<p>The operation supported, may not exceed a period of five years.</p> <p>Aid may be granted in the form of a lump sum or as a percentage of indirect costs for compensation in accordance with Article 68 and 67 of Regulation (EU) 1303/2013 and national legislation and government decrees (28/2014), in accordance with the principles laid down in or receipt based. The percentage of overheads may not exceed 24 % of the project's eligible wage costs. This compensation may cover the indirect costs of the project. If the travel costs are particularly high, may apply EU/1303/2013 Art. 68, the percentage contribution of 15 % earmarked for the indirect costs of the project.</p> <p><u>Eligibility conditions</u></p> <p>Interregional projects partners may also be a local public-private partnership on a non-rural territory that is a local development strategy.</p> <p>Eligibility criteria are defined in the EU legislation in national law further approval criteria on support for rural development, Government Decree 28/2014 and specifying (Government Decree on the financing of projects for the development of the 2014). These relate essentially to the activities to be supported, the conditions and eligible costs.</p> <p>The aid is granted under the condition that the applicants submit a description of the project and the results of the project will be published in an appropriate manner, and they are generally accessible.</p> <p>The aid is granted under the condition that the aid is necessary for the performance of the activities concerned. A further condition is that the measure, plan of action supported by the applicant. The plan shall include objectives, actions required to fulfil them and the fulfilment of the criteria, the estimated total costs and total implementation time, the taking into account of the objective of sustainable development as well as the implementation of the action plan for support on the profitability of this activity.</p> <p>The plan should also indicate the promoter of the project, the total costs of the specifications, the form of the aid, a link to the method of implementation and private funding to the programme under which the project is intended for funding, impact and results of the project, together with any other information necessary in order to decide on the application. The project plan shall set out how the project has already been taken into account in the preparation of the public funding to projects financed under previous or activities closely related to the outcome of the aid granted. Furthermore, the project plan shall set out how the resulting from the project activity will be continued after the end of the project because of the nature of the activity, unless this is manifestly unnecessary.</p> <p>If the final amount of the grant on the basis of the eligible costs of the supported measure is lower than EUR 5000, no grant will be awarded.</p> <p>19.3 Transnational collaborative projects</p> <p><u>Description of the type of operation</u></p> <p>Cooperation projects to find new ideas and solutions to problems raised by the task force in the development area, and in creating new opportunities, and a new form of cooperation between the various rural areas. The aim is to strengthen business and employment opportunities in rural areas, directly or indirectly.</p> <p><u>Type of support</u></p> <p>A support is provided in the form of grants. Transnational projects does not use separate theme application rounds or deadlines, but a continuous submission scheme.</p> <p><u>Beneficiaries</u></p> <p>The beneficiaries are public and private entities such as associations, organisations, cooperatives, LEADER groups.</p> <p>The measure will benefit rural inhabitants, entrepreneurs, associations and leisure residents.</p> <p><u>Eligible costs</u></p> <p>Eligible costs are the costs relating to implementation of the project by the developer. Project aid may cover small purchases related to the project.</p> <p>Aid may be granted to cover the following reasonable costs linked to the implementation of the project:</p> <ul style="list-style-type: none"> - The remuneration costs - Travel expenses - The acquisition of project outsourcing services - Rental costs - Material and other costs
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	<p>The operation supported, may not exceed a period of five years.</p> <p>Aid may be granted in the form of a lump sum or as a percentage of indirect costs for compensation in accordance with Article 68 and 67 of Regulation (EU) 1303/2013 and national legislation and government decrees (28/2014), in accordance with the principles laid down in or receipt-based. The percentage of overheads may not exceed 24 % of the project's eligible wage costs. This compensation may cover the indirect costs of the project. If the travel costs are particularly high, may apply EU/1303/2013 Art. 68, the percentage contribution of 15 % earmarked for the indirect costs of the project.</p> <p>Eligibility conditions</p> <p>Project partners may be other local action groups, the partners of a local public and private sectors for local development in rural areas, inside or outside the European Union. EU partners can also be a local public-private partnership on a non-rural territory that is a local development strategy.</p> <p>Eligibility criteria are defined in the EU legislation and in national law further approval criteria support for rural development, Government Decree 28/2014 and specifying (Government Decree on the financing of projects for the development of the 2014). These relate essentially to the activities to be supported, the conditions and eligible costs.</p> <p>The aid is granted under the condition that the applicants submit a description of the project and the results of the project will be published in an appropriate manner, and they are generally accessible.</p> <p>The aid is granted under the condition that the aid is necessary for the performance of the activities concerned. A further condition is that the measure, plan of action supported by the applicant. The plan shall include objectives, actions required to fulfil them and the fulfilment of the criteria, the estimated total costs and total implementation time, the taking into account of the objective of sustainable development as well as the implementation of the action plan for support on the profitability of this activity.</p> <p>The plan should also indicate the promoter of the project, the total costs of the specifications, the form of the aid, a link to the method of implementation and private funding to the programme under which the project is intended for funding, impact and results of the project, together with any other information necessary in order to decide on the application. The project plan shall set out how the project has already been taken into account in the preparation of the public funding to projects financed under previous or activities closely related to the outcome of the aid granted. Furthermore, the project plan shall set out how the resulting from the project activity will be continued after the end of the project because of the nature of the activity, unless this is manifestly unnecessary.</p> <p>If the final amount of the grant on the basis of the eligible costs of the supported measure is lower than EUR 5000, no grant will be awarded.</p>
Finland – Åland	<p>19.3. Preparation and implementation of cooperation activities of the local action group</p> <p><u>Description of the type of operation</u></p> <p>The actions shall support the overall objectives of the rural development programme and strengthen the local population's living conditions including leisure and culture and pre-conditions for attractive housing and business development in their areas</p> <p><u>Type of support</u></p> <p>Financing granted as project support to networking activities and the creation of a network of contacts.</p> <p><u>Beneficiaries</u></p> <p>Each Beneficiary is the local action group.</p> <p><u>Eligible costs</u></p> <p>The operations include the preparation and implementation of the local action group's cooperation projects within a Member State (inter-territorial co-operation) or co-operation projects between territories in several Member States or with territories in third countries (transnational co-operation (EC 1305/2013 art. 1 (a)).</p> <p>The sub-measure may consist of preparatory technical support for inter-territorial and transnational co-operation projects, on condition that local action groups can demonstrate that they are envisaging the implementation of a concrete project (EC 1305/2013 art. 1 (b)).</p> <p>Eligible cost of project activities are:</p> <ul style="list-style-type: none"> - Wage and remuneration costs - Travel and accommodation costs - Purchased services - Expenditure on material

	<p>Detailed rules for the eligibility of costs under the above-mentioned category of expenditure including the possibility to use simplified cost models will be decided by the Åland Provincial Government.</p> <p><u>Eligibility conditions</u></p> <p>Interregional and transnational projects should be compatible with the themes arising from the approved development strategy and follow an agreed project plan including, inter alia, activities, timetable, cost budget, financing, follow-up of direct and more lasting results. From the project plan should also indicate whether public funding previously granted for preparatory measures.</p>
Germany – Mecklenburg-Vorpommern	-
Slovenia	-
United Kingdom – England	<p>19.2 – Support for implementation of operations under the community-led local development strategy</p> <p><u>Description of the type of operation</u></p> <p>Priority objectives are all about creating new opportunities, as well as supporting existing initiatives looking to add value to their operations, these include;</p> <ul style="list-style-type: none"> - Support for micro and small enterprises and farm diversification; - Support for rural tourism; <p>Some examples of eligible activity include:</p> <ul style="list-style-type: none"> - Business start-up aid for entrepreneurs; - Construction or establishment of workshops, factories, premises and facilities - Purchase of Equipment (not consumables); - Processing and marketing of products; - High quality accommodation upgrades; - Development of IT and e-booking systems; - Shops, Catering services, Restaurants & Cafes; <p><u>Type of support</u></p> <p>Grants mainly, with some procured activity where appropriate to the LDS. We are also looking at the possibility of simplified cost options and will look to pilot this approach with LEADER groups once approved and operational.</p> <p><u>Beneficiaries</u></p> <p>Rural micro and small businesses, tourism businesses, rural communities and natural persons.</p> <p><u>Eligible costs</u></p> <p>In order to maximise the amount of flexibility for LEADER we will be looking to accommodate as broad a range of projects as possible for LDS implementation, where all projects contribute directly or indirectly to jobs and growth. Operational guidance will be issued to approved LEADER groups explaining what activities are and are not eligible, in accordance with A69(3) CPR. Whilst not an exhaustive list, some examples of eligible costs for priority objectives include:</p> <ul style="list-style-type: none"> - The costs of construction, acquisition (including leasing) or improvement to immovable property; - The purchase or lease purchase of new machinery and equipment; - General costs such as architect, engineer and consultation fees. These costs will normally be restricted to a maximum of 15% of total project costs; - Intangible investments including, acquisition or development of computer software and acquisition of patents, licences, copyrights, trademarks; - Investment to modernise or mechanise production and increase productivity; - Support for non-agricultural activities; - Investments in development and rationalization of the marketing and processing of wood; including felling, dismembering, stripping, cutting up, chipping, storing, protective treatments and drying of woods and other working operations prior to the industrial processing, including production of material for energy generation; <p><u>Eligibility conditions</u></p> <p>Operations need to contribute to the objectives in the Local Development Strategy, as well as the priorities in the UK Partnership agreement, the RD operational programme, National Delivery Framework and complementarity with other schemes. All approved Local Development Strategies will already have the required “strategic fit” with national programmes, so local eligibility and scheme alignment will be the key criteria, along with</p>

	<p>the nationally consistent requirements on compliance.</p> <p>19.3 – Preparation and implementation of cooperation activity of the local action group</p> <p><u>Description of the type of operation</u></p> <p>All types of cooperation activity will be required to fit with the Local Development Strategy and the types of eligible operations identified in sub measure 19.2. The Managing Authority will also look to identify, promote and support common themes of cooperation amongst LEADER Local Action Groups e.g. uplands.</p> <p><u>Type of support</u></p> <p>Grant</p> <p><u>Beneficiaries</u></p> <p>LEADER Local Action Groups and local actors. All LEADER groups will be asked to participate in at least one co-operation activity during the Programme period.</p> <p><u>Eligible costs</u></p> <p>Eligible costs will include both the costs of technical preparatory actions for a co-operation project and also the implementation costs of a fully worked up co-operation project either within the UK or with other MS. This is not an exhaustive list and eligible and non-eligible costs will be published as part of the Operational Guidance to LEADER groups. Examples of eligible costs include:</p> <ul style="list-style-type: none"> - Feasibility and desk studies to determine viability of potential projects. - Pilot projects. - Costs covering co-ordination and organisation of cooperation activity. - Project measure(s) costs. <p><u>Eligibility conditions</u></p> <p>Eligible costs will include both the costs of technical preparatory actions for a co-operation project and also the implementation costs of a fully worked up co-operation project either within the UK or with other MS. This is not an exhaustive list and eligible and non-eligible costs will be published as part of the Operational Guidance to LEADER groups. Examples of eligible costs include;</p> <ul style="list-style-type: none"> - Feasibility and desk studies to determine viability of potential projects. - Pilot projects. - Costs covering co-ordination and organisation of cooperation activity. - Project measure(s) costs.
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Clustering of the support mechanism to non-agricultural enterprises in the analysed RDPs

	Austria	Estonia	FI-mainland	FI-Åland	Germany-M-V	Slovenia	UK-England
Adding value	M19.2	M19.2					M19.2
Creation and development of enterprises, entrepreneurship, businesses and skills	M02, M2.1 M06 M16	M19	M01 M06, M6.2 M19		M06	M06, M6.2 M19	M01 M02, M2.1 M06 M16.2 M19
Economic development						M19	
New business models and markets			M06				
Providing services for enterprises	M06						
Enhance integration				M19			
Diversification				M19			
Internationalisation			M06				
Access and increase of knowledge, innovation and skills			M1.1, M1.2 M19	M19			
Jobs			M19		M6.4	M19, M19.2	
Improving opportunities	M06		M06				
Generation renewal				M19			
Investments in creation of non-agricultural activities	M6.4		M6.4		M6.4	M6.4	M6.4
Investments in development of non-agricultural activities	M6.4	M6.4			M6.4	M6.4	M6.4
Access to Financing			M6.4 M19.2				
Financial Instruments						M06 M6.4	
Innovation and innovative actions	M16		M6.2 M16 M19	M19			
EIP			M16.0				
Cooperation and cooperation projects	M16, M16.2, M16.3 M19, M19.3		M01 M06 M16, M16.0, M16.3 M19, M19.3	M01 M19.3	M19.3	M19.3	M16, M16.2, M16.3
Local initiatives		M19	M01	M19			
Environment	M02, M2.1		M01				M01, M1.1 M2.1 M06