

Rural Development Programme (RDP) of Marche, Italy

Programma di Sviluppo Rurale 2007-2013¹

(Rural Development Programme for Marche 2007-2013)

Relevant Contact Details

Address: Servizio Agricoltura Forestazione e pesca, Via Tiziano 44, 60121 Ancona, Italy

Telephone number: + 39 071 8063786

Managing Authority Website:

<http://www.agri.marche.it/>

Other useful links:

Rural Development Programme (RDP):

[http://enrd.ec.europa.eu/rural-development-policy/country-](http://enrd.ec.europa.eu/rural-development-policy/country-information/italy/en/italy_home_en.cfm)

[information/italy/en/italy_home_en.cfm](http://enrd.ec.europa.eu/rural-development-policy/country-information/italy/en/italy_home_en.cfm)

National Strategy Plan (NSP):

http://www.reterurale.it/flex/cm/pages/Serv_eBLOB.php/L/IT/IDPagina/1145

Italian National Rural Network (NRN):

<http://www.reterurale.it>



Map of Marche
(© European Commission)

General socio-economic situation in rural areas in the Marche region

Marche, located in the central area of Italy, has a size of 9,963 km² and a population of some 1.5 million inhabitants. The territory is characterised by inland mountains and a hilly region. Flat land lies along the Adriatic coast and the rivers. Rural areas account for 95% of the regional territory and host 81% of the population. More specifically, 65.5% of Marche is agricultural land; 21% forests; 9.5% natural areas; and, 3.9% artificial areas. The estimated regional Utilised Agricultural Area (UAA) is approximately 512,000 ha out of which 80% remains available for cereals or other crops and around 7% is used for permanent pastures and meadows. Approximately 13% of the regional UAA is for permanent cultures.

The region is characterised by a decreasing and aging population and low levels of economic activity in internal rural areas of the region. Furthermore, there is an increasing difficulty for the general public and agricultural holdings to access services; and, agricultural holdings have modest economic performance rates in terms of GSP (Gross Saleable Production). However, regional GDP per capita is in line with national average rates and disposable income per inhabitant is slightly higher than the national average. Furthermore, Marche is a popular tourist destination and the region is also rich in natural resource opportunities.

¹ Latest updated RDP, following the adoption of the Health Check and European Economic Recovery Package and additional funds from Modulation.

RDP strategic objectives

The RDP's strategic objectives are to strengthen competitiveness in the agricultural and forestry sectors; promote sustainable use of natural resources and conservation of the landscape; and, promote diversification of the rural economy and quality of life in rural areas, all of which is in line with the objectives of the Italian National Strategy Plan for rural development. Moreover, the RDP needs to respond to the requirement, for example, for qualified human capital in order to address issues of competitiveness; to address issues regarding ageing farmers and integration of younger farmers; to support the competitiveness of businesses with regards to investments and management; to valorise regional agricultural produce and the strengthen distribution of quality goods through awareness raising activities; to protect natural resources and how to balance the negative effects from agriculture; and, to help retain rural populations by favouring services concerning young people and the elderly.

In recognition of the greater emphasis now being given to the 'new challenges' facing agriculture and rural areas, the RDP was revised in 2009 to take account of additional financing provided by the CAP Health Check, Modulation/CMO Wine and the European Economic Recovery Package. This placed more emphasis on actions such as improved water management (which received 32% of the additional funds), biodiversity (18%), the production of renewable energy (26%), improved broadband internet infrastructure in rural areas (17%) and climate change action mitigation (6%).

Expected impact / outcomes of the policies

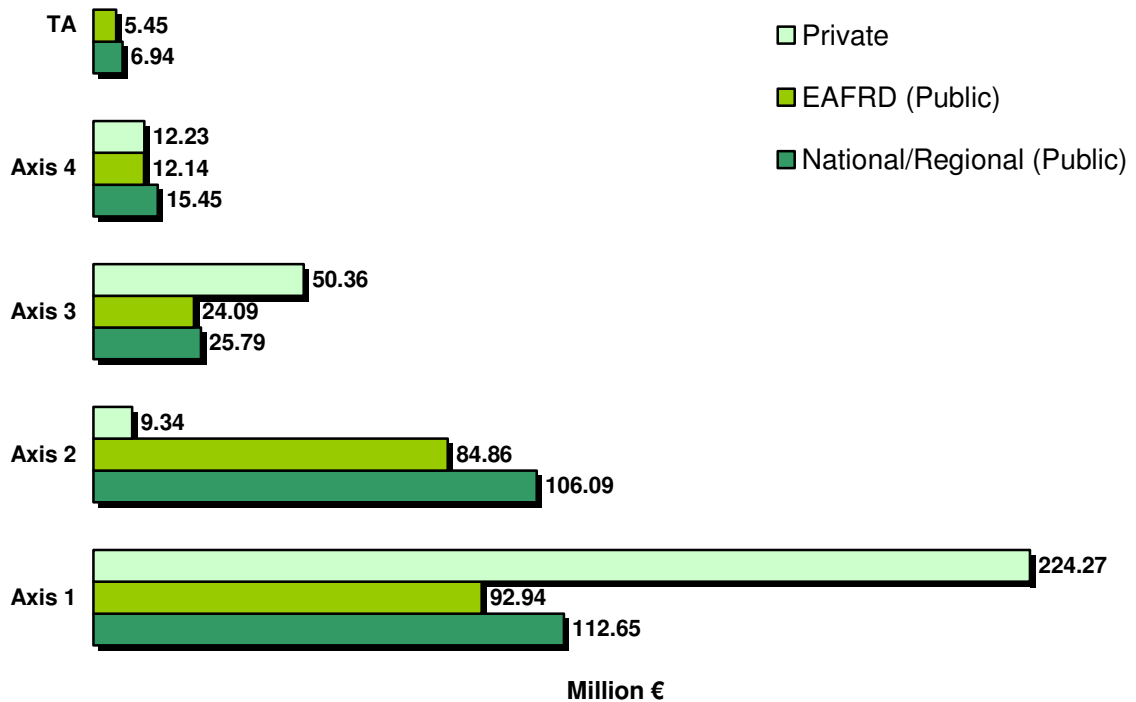
Programme result and impact were revised to take account of 2009's RDP amendments and new targets were set. These included: increasing economic growth outputs from €10 million to €11.8 million; doubling the decline in biodiversity from 3.4% to 6.8% (measured by farm bird indicators); increasing water quality by removing 0.34 kg/ha more nitrogen from regional water courses (from 5.13 kg/ha to 5.47 kg/ha), and similarly for phosphorous, reducing its water concentrations by an additional 0.27 kg/ha (from 4.17 kg/ha to 4.44 kg/ha); some 61,359 ha of high nature value areas are anticipated; and strengthening of climate change actions is expected to increase the amount of renewable energy potential provided through the RDP from 8.3 Kton to 10.25 Kton;

² Please note that for measures 112 and 113 no private spending has been allocated.

³ For measures 211, 212, 213, 214, 216 and 224 no private spending has been allocated.

⁴ For measure 431 no private spending has been allocated.

RDP budget breakdown by axis: Total expenditure (including national/regional + EAFRD + private funding) of € 782,626,459



The RDP budget allocations are broadly divided into four main areas of expenditure, known as axes (namely: Improving the competitiveness of the agricultural and forestry sector; Improving the environment and the countryside; Quality of life in rural areas and diversification of the rural economy; and Leader). Approximately 55% of the overall RDP budget in Marche is allocated to axis 1 (€429.87 million); Approximately 25% is allocated to axis 2 (€200.29 million), 13% to axis 3 (€100.25 million) and 5% to axis 4 (€39.82 million), with 1% available to fund Technical Assistance (€12.39 million).

Within axis 1, National/Regional public funding represents approximately 26% share of the axis funding; EAFRD 22%; and private funds 52%.

Within axis 2, National/Regional public funding represents approximately 53% share of the axis funding; EAFRD 42%; and private funds 5%.

Within axis 3, National/Regional public funding represents approximately 26% share of the axis funding; EAFRD 24% and private funds 50%.

Within axis 4, National/Regional public funding represents approximately 39% share of the axis funding; EAFRD 30%; and private funds 31%.

Within technical assistance, National/Regional public funding represents approximately 56% share of the technical assistance funding and EAFRD 44%.

As a consequence of the CAP Health Check and the European Recovery Package, together with the programming of additional money from Modulation/CMO Wine, the Marche region was assigned new RDP funds in 2009 totalling €28,611,667 (including €17,167,000 of EAFRD and €11,444,667 of regional/national public funds). Some €3,165,000 of the additional EAFRD stems from Modulation/CMO. In addition to the new funds, € 2.64 million of existing EAFRD was transferred from the Technical Assistance budget to increase capacity under axes 1, 2 and 3 for works associated with the new challenges.

Axis Information

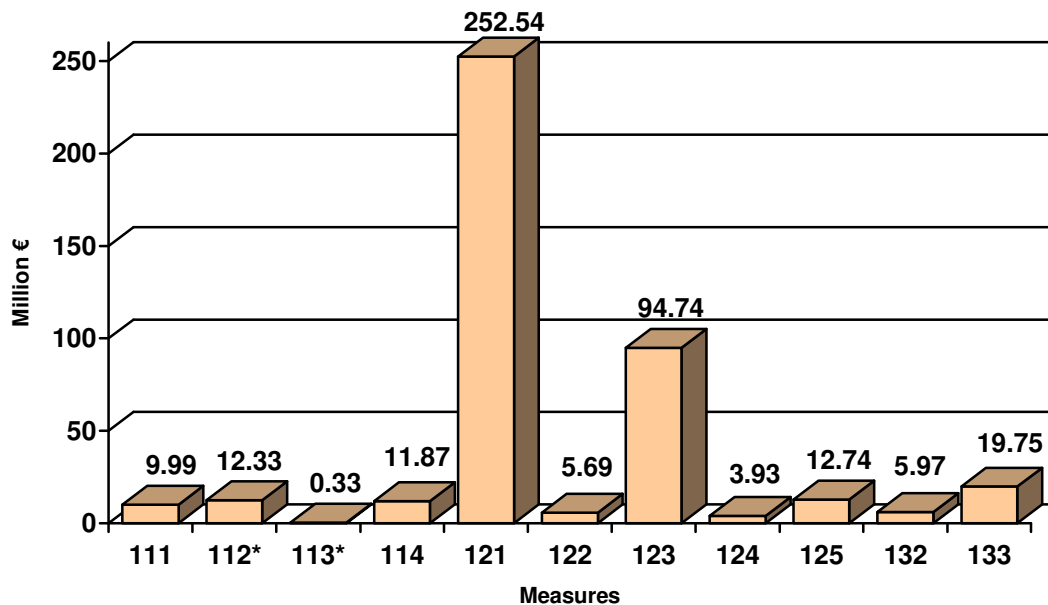
Axis 1 objectives: Improving the competitiveness of the agricultural and forestry sector

The table below provides an indication of the RDP's axis 1 priorities.

Strategic objectives	Specific objectives
Promote modernisation and innovation of businesses and integration of production chains	<ul style="list-style-type: none"> - Sustain structural modernisation of agricultural holdings - Encourage agricultural and forestry production chains - Favour the introduction of new products, processes and technologies, including in the agro-energy field
Develop the quality of agricultural and forestry production	<ul style="list-style-type: none"> - Promote the development and use of high quality agro-food production systems
Improve physical and telecommunication infrastructures	<ul style="list-style-type: none"> - Improve infrastructures directly connected to the development of agriculture and silviculture
Encourage entrepreneurship of agricultural and forestry businesses and to enhance generational renewal	<ul style="list-style-type: none"> - Favour generational renewal in agricultural and forestry enterprises - Increase professionalism for entrepreneurs in the agricultural and forestry sectors

Specific modifications to output-indicator targets have been made to take account of the amendments to the RDP. This includes new measure level targets such as: number of participants that successfully ended a training activity related to agriculture and/or forestry (628), GVA in supported holdings/enterprises (€ 7.5 million) and the value of agricultural production under recognised quality labels/standards (€ 156.1 million).

Axis 1 indicative budget breakdown by measure: Total allocated budget (including regional/national public funds + EAFRD + private funds) of €429,869,019²



Following the 2009 RDP update, the total axis 1 budget is €429,869,019. This includes an additional €8,000,000 (€6,000,000 EAFRD + €2,000,000 national/regional public) from the 2009 changes. Of this, measure 121 received €2.4 million of new funds and the budget for measure 125 increased by €3.6 million.

The additional EAFRD contribution will be spent on climate change adaptation and mitigation actions (measures 121 and 124), developing the production of renewable energies (measures 121 and 124) and improving water management (measures 121 and 125).

Axis 2 objectives: Improving the environment and the countryside

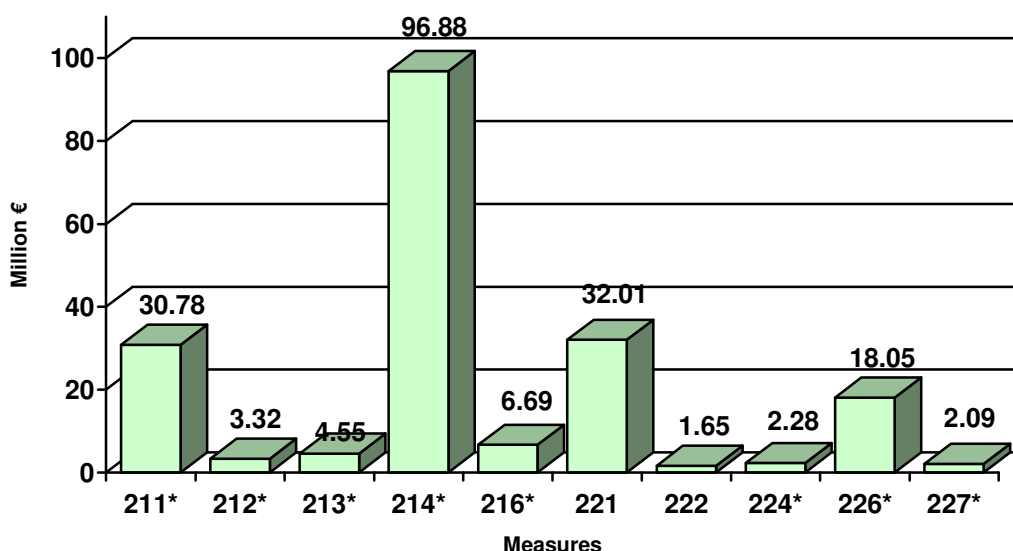
The table below provides an indication of the RDP's axis 2 priorities.

Strategic objectives	Specific objectives
Conservation of biodiversity and agricultural and forestry areas of high environmental value	- Promote protection of animal and plant biodiversity in agricultural and forestry systems - Favour the adoption of organic farming and breeding techniques
Protection of water resources (in terms of quality and quantity)	- Favour the introduction of techniques to protect waters
Reduction of greenhouse gas emissions	- Maintain a qualitative and quantitative increase of regional forests - Contribute to reducing gases in the atmosphere responsible for climate change
Protection of the territory	- Promote the protection and use of the landscape in Marche - Favour the protection of soil by hindering erosion and

hydrological disaster

A number of key axis 2 targets were amended in 2009 to reflect the new funds and this led to an increase in anticipated outputs for areas under successful land management contributing to biodiversity and high nature value farming/forestry (which is planned to rise from 39,807 ha to 50,752 ha); improving RDP support soil quality is expanding in coverage from 55,461 ha to 58,320 ha; climate change mitigation areas are expected to extend from 3,110 ha to 4,702 ha; and RDP is now planning to protect an additional 11,461 ha of land from marginalisation and land abandonment (from 56,791 ha to 68,252 ha. Unchanged axis 2 targets include: afforestation surfaces for wood use (1,118 ha); bush surfaces designated to produce edible hypogenous fruits (956 ha); and, naturally afforested areas for public use (46 ha).

Axis 2 indicative budget breakdown by measure: Total allocated budget (including regional/national public funds + EAFRD + private funds) of €200,296,472³



Following the CAP Health Check and update of the RDP in Calabria, the total budget allocation under axis 2 is €200,296,472, including an additional €3,910,050 (€2,556,000 EAFRD + €1,354,050 national/regional public). Alterations to funding under the axis include €2.6 million of further EAFRD support for agri-environmental payments, under measure 214, and particularly for actions strengthening existing axis 2 operations toward biodiversity under the organic agriculture scheme.

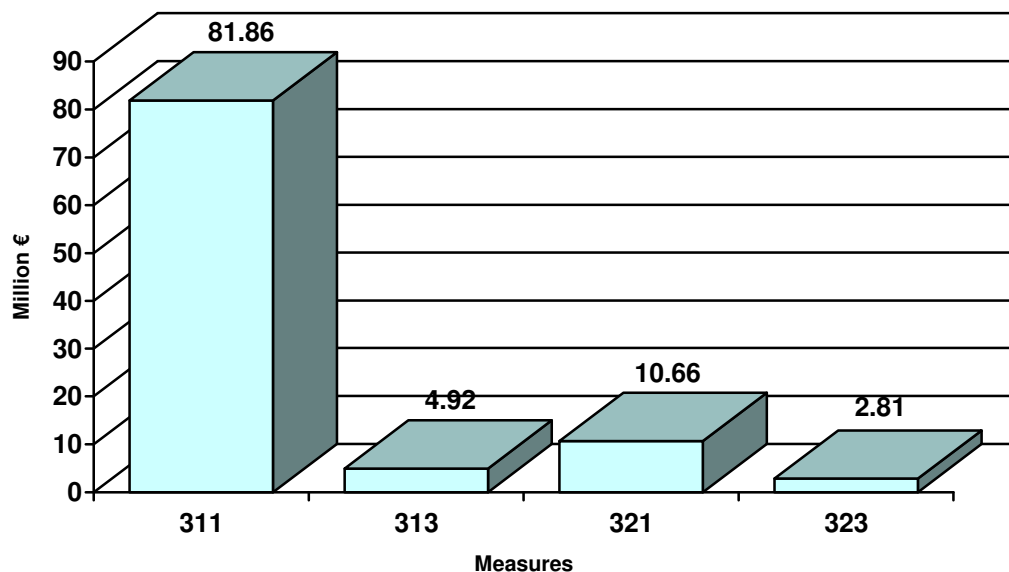
Axis 3 objectives: Quality of life in rural areas and diversification of the rural economy

The table below provides an indication of the RDP's axis 3 priorities.

Strategic objectives	Specific objectives
Maintain and create employment opportunities and income in rural areas	- Favour diversification of rural activities and improve employment opportunities
Improve general conditions in rural areas for inhabitants and enterprises	- Promote the improvement of quality of life in rural areas

Several axis 3 targets were amended in 2009 to reflect the new overall RDP priorities and this led to an increase in anticipated outputs including: the number of inhabitants in rural areas benefiting from improved services (which rose from 187,470 to 221,096); and changes in non-agricultural GVA in supported businesses (which increased from €0.57 million to €0.63 million). New targets introduced to the RDP in 2009 also included an increase in the number of jobs created (348 new positions), an increase in the number of tourists visiting the region (25,738), and an increase in the number of persons connected to the Internet in rural areas (254,378).

Axis 3 indicative budget breakdown by measure: Total allocated budget (including regional/national public funds + EAFRD + private funds) of €100,249,743



Following the latest revision of the RDP the new total budget allocation for axis 3 is €100,249,743, including an additional €7,494,152 (€5,446,000 EAFRD + €2,048,152 national/regional public). Alterations to funding under the axis include further support for measure 311 (diversification into non-agricultural activities), which received €3 million of new EAFRD contributions to further develop the production of renewable energies. Measure 321 (basic services for the rural population) was allocated an additional €2.45 million of EAFRD (from the European Economic Recovery Package) for new broadband infrastructure in specific rural communes.

New output indicators targets were assigned to measure 321 following the additional funding allocation in 2009 and these are expected to result in 30 actions that create or enable access to broadband infrastructure, including backhaul facilities and ground equipment.

Axis 4 objectives: Leader

The table below provides an indication of the RDP's axis 4 priorities.

Strategic objectives	Specific objectives
Strengthen local project and management capacity	- Strengthen the participation of local communities in defining rural development policies

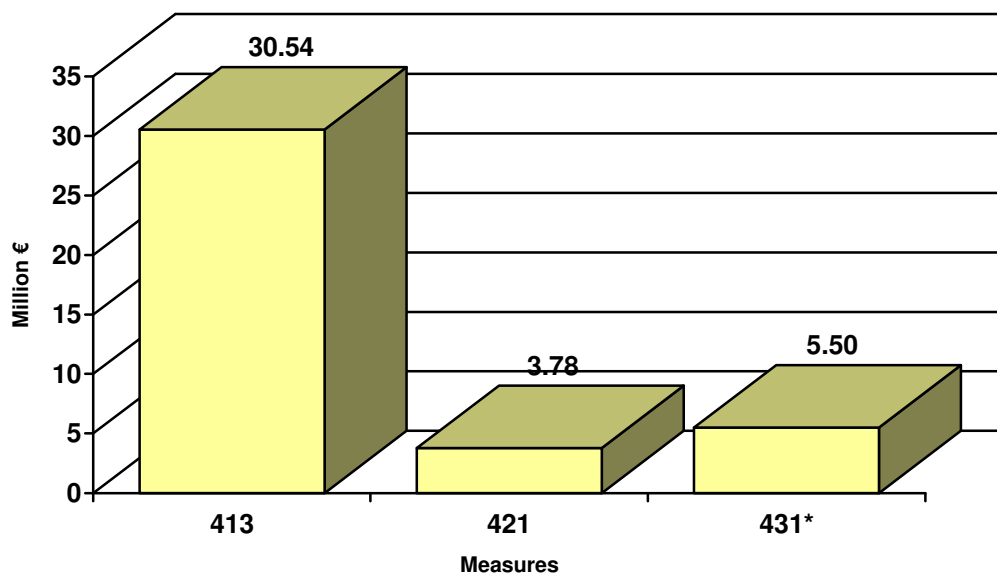
Use endogenous resources in rural areas - Promote endogenous resources of rural territories in Marche

Axis 4 funding will be spent on inter-territorial cooperation and transnational cooperation. The main result target is that 176 participants successfully complete a training activity. In addition, supplementary indicators include subjects (citizens, institutional, social and economic representations) that have been contacted (45,200); and, the number of certifications of sustainable management systems (not determined).

Number of LAGs envisaged in the RDP areas as of March 2010 was five.

There were no specific target modifications in relation to axis 4 following the 2009 RDP update.

Axis 4 indicative budget breakdown by measure: Total allocated budget (including regional/national public funds + EAFRD + private funds) of €39,821,223⁴



Following the 2009 revision of the RDP the new total budget allocation for axis 4 is €39,821,223.

Monitoring and evaluation strategy

The monitoring and evaluation system is organised under the responsibility of the Managing Authority (MA) in coordination with the national monitoring and evaluation system. This allows information at national and community level to be combined. The monitoring system is responsible for the collection and transmission of data; financial monitoring; physical monitoring; procedural monitoring; acquisition, codification, validation and transfer of data; the production of periodic reports; and, information access. The evaluation is divided into ex-ante, mid-term and ex-post evaluations. Throughout the programming period an ongoing evaluation takes place during which implementation results are examined. The results from the ongoing evaluation are reported annually in the monitoring reports. The ongoing evaluation is also used for the MA to approve any modifications to the implementation of the RDP. The MA is responsible for identifying an independent evaluator for all stages of the evaluation, the collection of necessary data, the

evaluation activities that it coordinates and the quality of evaluation reports. To complement the CMEF (Common Monitoring and Evaluation Framework) indicators some additional ones for impact, result and outcome have been included.

Communication and publicity

The overall objectives are to inform all potential beneficiaries about the opportunities offered by the RDP and how to access any such opportunities; guarantee as far as possible transparency when utilising public resources by ensuring a wide dissemination of programme information regarding its procedures; use easy and efficient communication and participation tools; communicate to the general public the aims and strategies of the EU; and, improve the internal and external communication effectiveness and efficiency between all interested parties with regards to the implementation of the RDP. Target groups include potential beneficiaries; beneficiary representatives; communication intermediaries; and, institutional bodies. Tools include the regional website (www.agri.marche.it); popular press and other media; press conferences; information desks; meetings, workshops and seminars; articles in the regional MARCHE periodical; medial and multi-media products; and, other communication and experimental tools.

Annex I – Measures

Measures selected by the RDP Measures selected by the updated RDP

Axis 1 - Improving the competitiveness of the agricultural and forestry sector	<i>Promoting knowledge and improving human potential</i>	111	Vocational training and information actions
		112	Setting up of young farmers
		113	Early retirement
		114	Use of advisory services
		115	Setting up of management, relief and advisory services
	<i>Restructuring and developing physical potential and promoting innovation</i>	121	Modernisation of agricultural holdings
		122	Improvement of the economic value of forests
		123	Adding value to agricultural and forestry products
		124	Cooperation for development of new products, processes and technologies in the agriculture and food sector and in the forestry sector
		125	Infrastructure related to the development and adaptation of agriculture and forestry
		126	Restoring agricultural production potential
	<i>Quality of agricultural production and products</i>	131	Meeting standards based on Community legislation
		132	Participation of farmers in food quality schemes
		133	Information and promotion activities
<i>Transitional measures</i>	141	Semi-subsistence farming	
	142	Producer groups	
	143	Providing farm advisory and extension services	
Axis 2 - Improving the environment and the countryside	<i>Sustainable use of agricultural land</i>	211	Natural handicap payments to farmers in mountain areas
		212	Payments to farmers in areas with handicaps, other than mountain areas
		213	Natura 2000 payments and payments linked to Directive 2000/60/EC
		214	Agri-environment payments
		215	Animal welfare payments
		216	Non-productive investments
	<i>Sustainable use of forestry land</i>	221	First afforestation of agricultural land
		222	First establishment of agroforestry systems on agricultural land
		223	First afforestation of non-agricultural land
		224	Natura 2000 payments
		225	Forest-environment payments
		226	Restoring forestry potential and introducing prevention actions
		227	Non-productive investments
		Axis 3 - Quality of life in rural areas and diversification of the rural economy	<i>Diversify the rural economy</i>
312	Support for business creation and development		
313	Encouragement of tourism activities		
<i>Improve the quality of life in rural areas</i>	321		Basic services for the economy and rural population
	322		Village renewal and development
	323		Conservation and upgrading of the rural heritage
	331		Training and information
Axis 4 - Leader	<i>Implementing local development strategies</i>	341	Skills-acquisition and animation measure with a view to preparing and implementing a local development strategy
		411	Competitiveness
		412	Environment/land management
		413	Quality of life/diversification
		421	Implementing cooperation projects
431	Running the local action group, skills acquisition, animation		