

## Country summary for Portugal<sup>1</sup>

Rural Development policy in Portugal is under the responsibility of the Management structure within the Ministry of Agriculture, Rural Development and Fisheries for Mainland Portugal, the Regional Directorate of Community Affairs in the field of Agriculture (DRACA) for Azores and the Regional Secretariat of Environment and Natural Resources (SRA) for Madeira. One National Strategic Plan (NSP) and three separate Rural Development Programmes (RDPs) have been developed.

The Portuguese model of sustainable rural development is strengthening the multifunctional agro-forestry sector in a three-fold approach: economic, by producing market goods; environmental, by producing services and managing resources; and territorial and social by integrating activities and income.



**Map of Portugal**  
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## General socio-economic situation in rural areas in Portugal

Portugal is located in the Iberian peninsula and it has a total surface of 92 million km<sup>2</sup>, 96.6% of which corresponds to Portugal Mainland<sup>2</sup>, 2.5% to the Autonomous region of Azores and 0.97% to the region of Madeira. It has a population of approximately 10.5 million inhabitants, of which 95% live in mainland Portugal, the remaining 5% being evenly distributed throughout the Autonomous Regions of Azores and Madeira. In mainland Portugal there are disparities, both in the regional distribution of the population (NUTS II), ranging from 37.2% in Norte, to 4% in Algarve, and in terms of population density, ranging from 24.4 inhab/km<sup>2</sup> in Alentejo to 956.6 inhab/km<sup>2</sup> in the Lisboa Region. The average population density of 114 inhab/km<sup>2</sup>.

In mainland Portugal, this heterogeneous distribution is quite remarkable at rural, urban and peri-urban levels, with 46 inhab/km in rural areas and 709 inhab/km<sup>2</sup> for the remaining territories. In the Autonomous Regions, where there is a clear predominance of rural

<sup>1</sup> The Portugal RDP regions are: Mainland Portugal, Azores and Madeira

<sup>2</sup> Portugal mainland is divided in five NUTS II regions as follow: Norte, Centro, Alentejo, Lisboa and Algarve.

territories, population density is 104 inhab/km<sup>2</sup> in Azores and 308 inhab/km<sup>2</sup> in Madeira, with significant fluctuations between territories and islands. In Portugal, there is a relative balance between men (48.3%) and women (51.7%), with some regional disparities.

Population trends changed at the beginning of the 1990s, with an actual growth of 6.4%. This is higher than the EU average and is caused by a significant increase in the migratory balance, with a decisive contribution in terms of foreign population with an annual growth rate of 6.6%. However, this positive trend reveals some regional asymmetries: a very significant increase in Algarve, Norte (Porto metropolitan area) and Lisboa, whereas in Azores there is a very slight increase. Alentejo and Madeira have experienced a fall in population density as well as inland mainland Portugal. When viewed as a whole, the rural territory of mainland Portugal reveals a 1% population increase, a very moderate figure when compared with the 8% recorded in the remaining territory.

The number of people living in farm holdings accounts for 11% of the total population in mainland Portugal, although this percentage is considerably higher in some regions. Family farm numbers have been decreasing throughout the country, reaching 35% in the countryside during the 1990s. In the Autonomous Regions of Azores and Madeira, the number of people living in farm holdings accounts for 29% and 18% of the total population, respectively. There has been a significant increase in the aging index, moving from 0.18 over the 1950s to 1.03 in 2001, in line with the EU ageing trend, albeit at a faster pace. Approximately 46% of farmers are more than 65 years old.

The average Portuguese income level (GDP/per capita in PPP) is still relatively low, remaining below the EU average, and is regionally heterogeneous. Regions associated with the competitiveness objective have the highest income levels (0.73 and 0.56 indexes for Lisboa and Algarve, respectively), whereas Alentejo has the lowest levels, as a result of the rural predominance within its territory.

In Portugal, the employment rate is 72.2%, while the unemployment rate is 6.7%, with higher level among females than males. Nearly 38% of total unemployment corresponds to long-term unemployment. The economically active population is old and the situation worsens when the total number of business owners in the economy is considered. Of the total economically active population, 10.8% is employed in the primary sector, 9.6% corresponding to agriculture; these values are quite above the EU average. Non-agricultural sectors occupy 4.5 million people, 30% of which are employed in the secondary sector and 58% in the tertiary sector.

For a long time, agricultural and forestry were the main activities in rural areas, representing a large share of labour and the main income source of the population. Changes occurring over the last few decades have affected this significantly, leading to the decrease and marked ageing of the rural population, as well as the tertiarisation of its economically active population and a huge dependence of resident families on public social transfers. Within this context, changes in inland rural areas or in mountain areas in Norte, Centro, Alentejo and Algarve were particularly critical and the situation in those areas requires special attention in terms of rural development policies. With the revitalisation of rural areas largely depending

on their attractiveness, which in turn is determined by the conditions offered to the population in general and to business people in particular, it is important to create and improve basic support services. This revitalisation also implies making resources available in the more profitable territories. From this perspective, the multifunctional nature of agroforestry activity as well as the pluriactivity tradition associated with farms, may contribute to an increase in wealth and employment through promoting activities in the secondary and tertiary sectors, such as tourism and leisure activities complemented with small-sized processing and marketing.

In taking advantage of endogenous resources, the regional "identity" could be economically exploited through the recovery and preservation of its heritage. Over the last two decades, there were significant changes in tourism and leisure activities, namely in rural areas. Rural tourism has recently experienced a huge boost, in terms of family-run hotels, farm-based tourism, country houses and village-based tourism. In 2005, rural tourism capacity reached 965 classified units with a total of 9,815 beds. This is recognised as a sector with the potential to revitalise rural areas due to its ability to adjust to and meet new tourist demands. However, it needs to diversify the supply of complementary entertainment, increase its dynamism and sector organisation, and to qualify its human resources. Handicrafts, which are equally important, has been also affected by changes in production and consumption models and by competition in terms of industrial products. However, over the last two decades, the sector has showed signs of recovery, preserving its heritage by introducing new technologies and meeting a higher level of market demand. Younger craftsmen have entered the business and new legislation was produced to acknowledge craft work, allowing more than 700 units and approximately 800 craftsmen to be recognised; and these figures are likely to have been underestimated.

### **Rural development challenges**

Rural development challenges in Portugal are related to ageing and low rates of population in rural lands. Desertification of rural areas is a serious problem, resulting from such drawbacks as lack of critical thinking and ability to innovate, and it has contributed towards the stagnation of agricultural production and low levels of competitiveness in the agricultural and forestry sector. Other weaknesses include: low levels of education amongst professionals, insufficient basic services available (including low levels of internet broadband coverage), inefficient water resources and forestry management (i.e. the latter increasing the risk of soil degradation and fires), low productive matching of forestry species and territories and inefficient management of effluents. The majority of public interventions target restructuring and developing physical potential, and promoting innovation through the modernisation of agricultural holdings. Another main rural development challenge is to change the low quality image of the Portuguese brand in foreign countries, as well as increasing the added value of agricultural and forestry products. This can be achieved by improving the modern farming business uptake of technology and entrepreneurial skills so as to achieve a more productive sector and environmental sustainability. In Portugal, there is a long tradition and a bright

future for the production of several specialised agricultural products of quality such as olive oil, wine, fruits, vegetables and forestry products that can offer comparative advantages in the international markets. The Rural Development National Strategy Plan for Portugal aims to build on these achievements by:

- promoting, encouraging and reinforcing competitive and sustainable agricultural and forestry management;
- balancing the negative demographic trends in rural areas and decreasing the income disparities between urban and rural areas to promote a prosperous, socially inclusive and diversified rural economy with high quality employment opportunities; and
- contributing further to EU strategic objectives as regards the environment, in particular through increasing biodiversity, reducing water, soil and air pollution and meeting the challenges of climate change.

Another key economic development challenge for Portugal is to take advantage of the increasing demand for rural areas as recreational and tourist places, by upgrading rural heritage and developing basic services aimed at diversifying non-agricultural activities.

In addition to the above challenges, new rural development challenges were identified in Portugal in 2009, following the CAP Health Check priorities and include: the rational management of hydric resources; fighting against climate change; protecting biodiversity and soils; restructuring of the dairy sector; and developing broadband infrastructure in rural areas.

## Portugal national strategic objectives

The Rural Development (RD) National Strategy Plan for Portugal is the reference framework for the three regional Rural Development Programmes (RDPs) (Mainland Portugal, Azores and Madeira) and a horizontal one (National Rural Network).. The main emphasis of the Portuguese RDP strategies is on axis 1, and focuses on: improving the competitiveness in the agricultural and forestry sectors. Axis 2 is aimed at promoting the sustainability of the countryside and natural resources, axis 3 focuses on promoting the economic and social revitalisation of rural areas and axis 4 is devoted to improving the governance of rural areas.

In particular, strong emphasis is placed on the following objectives included in axis 1: the modernisation of agricultural and forestry enterprises (primarily in the dairy sector); innovation of products that bring added value, generation renewal, qualification and training of the labour force (i.e. vocational training and information activities); strengthening organisation of the markets (i.e. developing new products, processes and technologies through cooperation/management services); improving food safety and the support of image and identity aspects of agricultural products..

Core objectives for the Portuguese RDPs are as follows:

- **Mainland Portugal:**
  - improving the competitiveness of the agricultural and forestry sector;

- promoting the sustainability of the countryside and natural resources; and
- supporting economic and social revitalisation of rural areas.
- **Azores:**
  - improving the competitiveness of the agricultural and forestry sector;
  - promoting a sustainable management of rural areas and natural resources;
  - promoting economic diversification and employment in rural areas;
  - strengthening territorial and social cohesion; and
  - promoting the efficiency of public, private and associative intervention in sectoral and territorial management.
- **Madeira**
  - improving the competitiveness of the agricultural and forestry sector;
  - improving the environment and the rural landscape through management of rural areas; and
  - promoting quality of life in rural areas as well as economic diversification.

In addition to the above three RD programmes, a specific National Programme has been set up for the Portuguese National Rural Network, with the following objectives:

- transferring good practices and new knowledge to rural development actors,
- fostering cooperation among actors and territories with regard to rural development objectives;
- Monitoring issues related to rural development and the implementation of related policies,
- Facilitating information access by providing all territories with relevant information concerning rural development;

### **Update of national strategy and RDPs amendments**

Taking into account the additional financing provided by the CAP Health Check, the European Economic Recovery Package (EERP) and the mandatory modulation, greater strategic priority in each of the three Portuguese regions was given to the “new challenges” noted above, although these differ between the three regions:

- Mainland Portugal – adaptation and modernisation of agricultural holdings and added value to agricultural and forestry products (focusing on the dairy sector), biodiversity, climate change and broadband internet infrastructure in rural areas;
- Azores – restructuring of the dairy sector including the modernisation of dairy businesses with the introduction of new technologies, encouraging the rational management of water resources, reducing environmental pressure (biodiversity, erosion and water contamination) and the improvement of the economic performance of dairy farms through better rationalisation of productive inputs;
- Madeira – climate change mitigation and adaptation initiatives through rational management of water resources.

In Portugal, additional funding is available following the 2009 amendments to implement the new challenges. The additional total budget amount was €146,956,111 (€129,698,000 EAFRD and €17,258,111 national/regional public funding) with an additional €29,625,000 from the

mandatory modulation in the Mainland (€23,700,000 from the EAFRD and €5,925,000 from public regional/national funds).

For Mainland Portugal, the funds are available to accommodate operations aimed at the restructuring of the dairy sector, for conserving biodiversity and mitigating the effects of climate change and for expanding broadband internet infrastructure to rural areas.

For Madeira, these new funds are reinforcing existing actions aiming to support rural areas in climate change adaptation and mitigation initiatives through water management improvements.

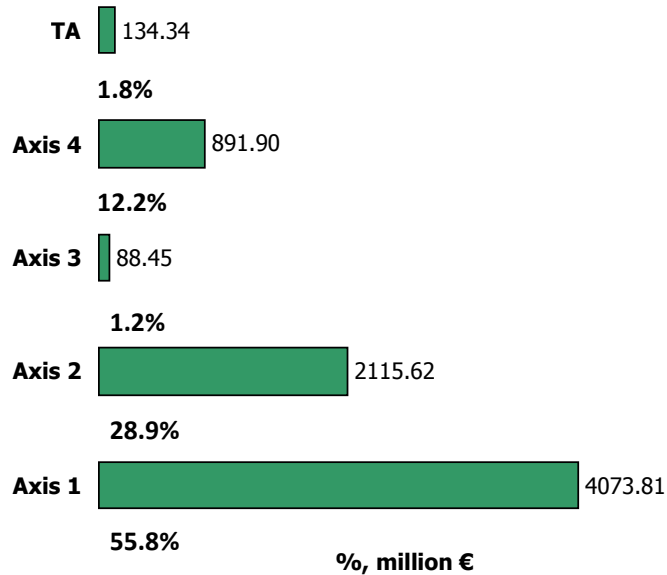
For the Azores, new funds are supporting the dairy sector to adapt to changing market conditions (modernisation of agricultural businesses with the introduction of new technologies, rational management of hydric resources, reduced environmental pressure and improvement of the economic performance of dairy farms through a better rationalisation of production inputs).

## Expected outcomes of the policy

In Portugal, quantified targets and objectives, and the indicators to be used, have been defined at the RDP (i.e. regional) level, rather than within the Portuguese Rural Development National Strategy Plan. As such, each regional RDP has individual targets related to socio-economic outcomes, environmental outcomes and outcomes and targets in relation to the new challenges. For example, the Mainland Portuguese RDP includes result indicators related to the new challenges such as:

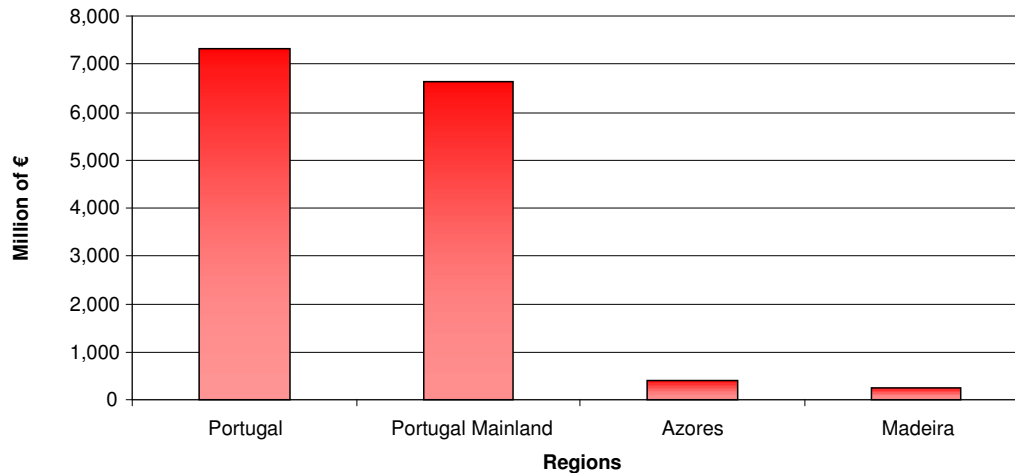
- Axis 1: Improving the competitiveness of the dairy sector:
  - Measure 121: increase in GVA (Gross Value Added), between €200 million and €250 million, for 200 supported holdings.
  - Measure 123: increase in GVA of €200 million in 200 holdings/enterprises introducing new products and/or new techniques.
- Axis 2: Conserving biodiversity and mitigating climate change by supporting organic farming and integrated production through agri-environment payments:
  - Measure 214: 350 farm holdings will receive support, allowing 480 new contacts to be signed, covering a surface of 5,900 ha both in total area and physical area.
- Axis 3: Stimulating economic and social development in rural areas as broadband internet access is expanded in rural areas:
  - Measure 321: increase in internet penetration in rural areas (10%) and an increase in population benefiting from the improved broadband services in rural areas (800,000)

**Total country budget breakdown by axis: Total expenditure (including national/regional + EAFRD + private funding), of €7,304,119,184**



The RDP budget allocations are broadly divided into four main areas of expenditure, known as axes (namely: (1) Improving the competitiveness of the agricultural and forestry sector; (2) Improving the environment and the countryside; (3) Quality of life in rural areas and diversification of the rural economy; and (4) Leader). Axis 1 (€4.073 billion) represents 56% of the overall Portuguese RDPs budget. Axis 2 (€2,115 billion) represents 29% of the overall Portuguese RDPs budget. Axis 3 (€88 million) and Axis 4 (€892 million) represent respectively 1%, and 12% of the overall Portuguese RDPs budget and finally 'technical assistance' (€134 million) represents 2% of it.

### **Regional break down of the country budget**



The Portuguese regions receive differential proportions of the funding, with the Mainland receiving 91% (€6.648 billion), Azores 6% (€404 million) and Madeira 3% (€252 million).

### **Axis Information**

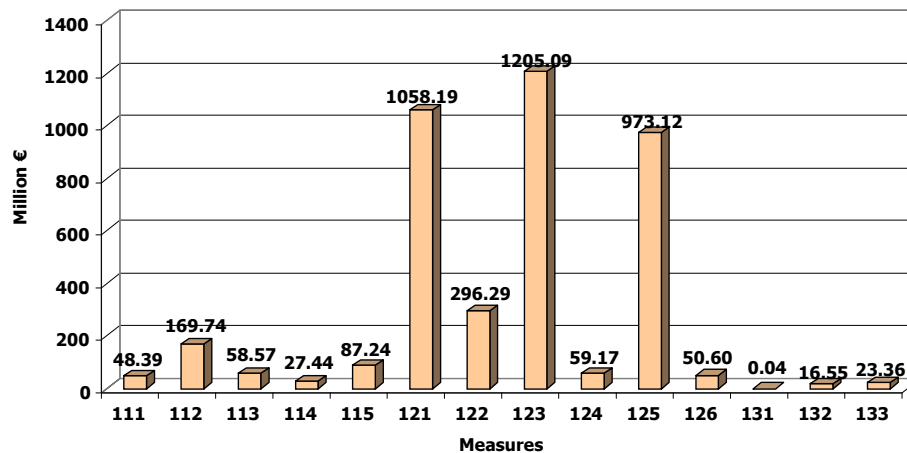
#### ***Axis 1 objectives - Improving the competitiveness of the agricultural and forestry sector***

According to the Portuguese RD National Strategy Plan the overall strategic objectives for axis 1 for Portuguese RDPs are:

1. Increasing knowledge and improving human capital by improving professional qualifications, developing capable services, giving training and adequate formation, supporting generation renewal by giving incentives to early retirement and the setting up of young farmers;
2. Promoting innovation by developing new products, processes and technologies through cooperation;
3. Restructuring and modernising infrastructures by improving the competitiveness of strategic sectors (in particular, the dairy sector) by modernising equipment and methods, improving the competitiveness of holdings in the agro-forestry sector by introducing new financial instruments and crisis/risk management tools, developing agricultural and forestry infrastructures in a sustainable way, promoting eco-efficiency and pollution reduction by developing environmental practices and promoting the efficient use of water by using efficient agricultural techniques; and
4. Improving the quality of production and agricultural products by supporting the development of quality products.



**Axis 1 indicative budget breakdown by measure: Total allocated budget (including regional/national public funds + EAFRD + private funds) of €4,073,809,367**



The main emphasis of the Portuguese RDPs' strategies is on axis 1, and particular priorities have been placed on restructuring and developing physical potential and promoting innovation through the modernisation of agricultural holdings. Measures 123 "adding value to agricultural and forestry products" (30% of the Portuguese axis 1 budget), 121 "modernisation of agricultural holdings" (26%) and 125 "infrastructure related to the development and adaptation of agriculture and forestry" (24%), receive the bulk of funding for axis 1 in Portugal.

Mainland Portugal allocates over 30% of its axis 1 budget to increasing the value added of agricultural and forestry products (measure 123). In the Azores, the priority for axis 1 is also targeted at measure 123 which accounts for over 34% of the budget. However, the main priority in Madeira is placed on infrastructures related to the development and adaptation of agriculture and forestry (measure 125) which accounts for over 56% of the budget.

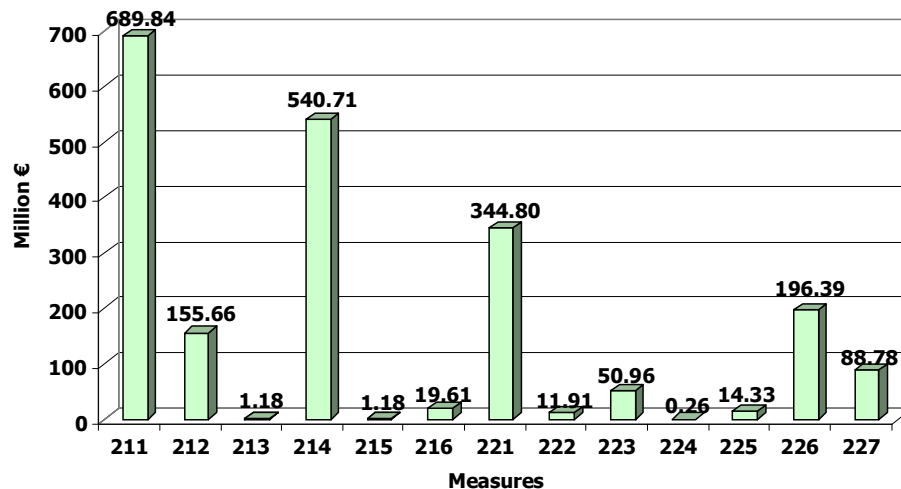
**Axis 2 objectives - Improving the environment and the countryside**

As far as Axis 2 is concerned, the Portuguese RD National Strategy Plan identifies the following strategic objectives for the Portuguese RDPs:

1. Protecting biodiversity and environmental landscapes in agricultural and forestry areas within the 'Natura 2000' network and others. This is done through promoting biodiversity protection and systems with high natural and landscape value, associated with agricultural and forestry areas, by investing in non-productive measures, making the 'Natura 2000' network payments and developing integrated interventions in 'Natura 2000' sites;
2. Protecting water resources and the agricultural soil by improving the protection of environmental practices and the efficient use of water resources;

3. Contributing to the adaptation and mitigation of climate change through the promotion of sustainable methods of developing agricultural practices, as well as promoting eco-efficiency and reducing pollution;
4. Contributing to the sustainable use of agricultural land in handicapped areas by preventing desertification and the ageing population as well as preserving agriculture in handicapped areas.

**Axis 2 indicative budget breakdown by measure: Total allocated budget (including regional/national public funds + EAFRD + private funds) of €2,115,616,491**



Funding under axis 2 focuses on the maintenance of farming in Less Favoured Areas (LFAs) and measure 211 "natural handicap payments to farmers in mountain areas" accounts for 33% of the Portuguese axis 2 budget. Other two relevant measures, from the financial point of view, are No 214 "agri-environment payments" (26%) and No 221 "first afforestation of agricultural land" (17%).

Mainland Portugal allocates approximately 35% of its budget for axis 2 to natural handicap payments to farmers in mountain areas with measure 211 receiving the majority of support. In the Azores, the priority for axis 2 is targeted at payments to farmers in areas with handicaps, other than mountain areas, (measure 212) with over 51% of the total axis 2 funding allocated. In Madeira measure 211 also dominates the support provided under axis 2, receiving over 32% of total axis 2 funding.

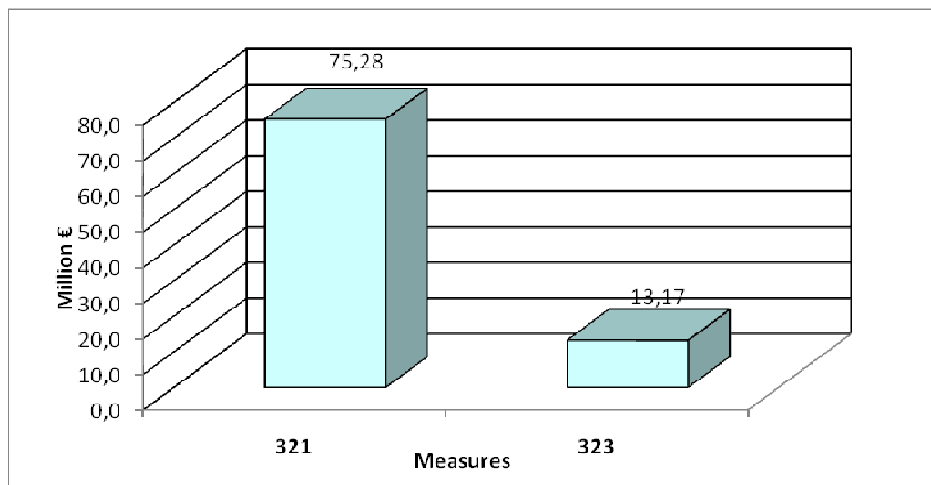
**Axis 3 objectives - Quality of life in rural areas and diversification of the rural economy**

The Portuguese Rural Development National Strategy Plan sets the overall strategic potential of axis 3 for Portuguese RDPs as follow:

1. Diversification of the rural economy through promoting the creation of new

- opportunities and increasing employment within rural areas, by developing tourism activities and helping investments aimed at creating small businesses;
2. Improving the quality of life in rural areas by improving the supply of basic services for the economy and population (i.e. broadband internet access) and protecting the rural and natural heritage;
  3. Developing knowledge in rural areas through the promotion of training activities.

**Axis 3 indicative budget breakdown by measure: Total allocated budget (including regional/national public funds + EAFRD + private funds) of €88,448,849**



Funding under axis 3 aims at improving quality of life in rural areas and at diversifying the rural economy. Measures 321 which aims at providing basic services for the economy and rural population accounts for 85% of the budget for axis 3, while measure 323 (conservation and upgrading of the rural heritage) accounts for the remaining 8%.

This distribution of the budget by measure is different in the 3 RDPs, with mainland Portugal allocating 93% of the budget for this axis to measure 321. Azores, on the opposite assigns 57% of its budget for this axis to measure 323 and the remaining to 321, while as Madeira only has budget to measure 323.

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**Axis 4 objectives - Leader**

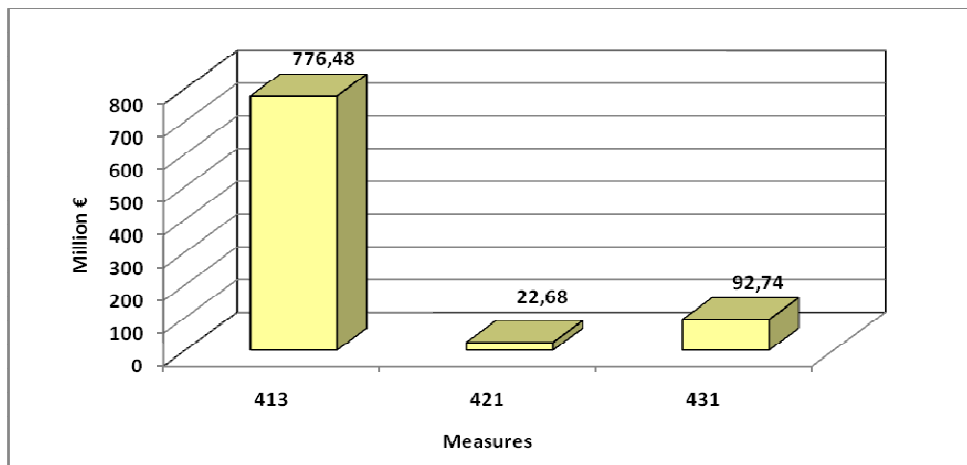
The Portuguese Rural Development National Strategy Plan describes the overall strategic potential for axis 4 for the Portuguese RDPs as follows:

1. Developing local competencies and improving local governance by increasing the execution capacity of the LEADER approach. This is achieved by optimising the functioning of the Local Action Groups (LAGs) and delivering locally tailored solutions of which the building of capacity in locally-led partnerships is a key element;
2. Building on local development potential through the promotion of the diversification

of activities and the quality of life in rural areas. This is achieved by promoting cooperation and good practises, executing local development strategies targeted to achieve the objectives of axis 3, and executing cooperation projects for the implementation of local development strategies.

The number of LAGs operational in the RDP areas as of March 2010 was 51.

**Axis 4 indicative budget breakdown by measure: Total allocated budget (including regional/national public funds + EAFRD + private funds) of €891,903,453**



Most of the Portuguese budget for axis 4 is allocated to measures 413 (quality of life/diversification), which accounts for 87% of the budget, 431 (conservation and upgrading of the rural heritage, with 10% and 421 (implementing cooperation projects) which only amounts to 3%.

In the RDPs the situation is very similar as they all favour measure 413. Mainland Portugal devotes over 87% of the budget to this measure, Azores over 86% and Madeira over 95%.

## The National Rural Network

The Portuguese National Rural Network (NRN) has been operational since March 2009.

The Network Support Unit (NSU) of the NRN is located within the Ministry of Agriculture, Rural Development and Fisheries,(MADRP). There are, however, extensions of this structure in each Regional Directorate for Agriculture of Mainland Portugal and in each Regional Secretariat for Agriculture of the Autonomous Regions.

The purpose of the Portuguese NRN is to create favourable conditions for boosting rural development – namely by giving an active role to all actors involved in the process. Therefore, it has been set up in line with EU Rural Development Regulation, to help exchange good practices and expertise on rural development policy design, programme management

and implementation between the stakeholders of the Portuguese RDP and the European Rural Development Network.

A specific National Programme has been set up for the Portuguese National Rural Network with a total budget of €23,575,950. The National Rural Network Programme is based on four main intervention areas:

- Capitalising on experience and knowledge, with the specific goal of transferring good practices and new knowledge to rural development actors, through several activities, including the promotion of the identification, analysis and transfer of good practices and knowledge, management of a Local Action Group (LAG) database and providing training for LAGs;
- Facilitating cooperation, mainly through inter-territorial and transnational cooperation practices. This area of activity aims to foster cooperation among actors and territories with regard to rural development objectives;
- Monitoring issues related to rural development and the implementation of related policies, so as to assess their significance, pertinence, coherence and impact on the development of a specific territory;
- Facilitating information access by providing all territories with relevant information concerning rural development; by establishing a set of priorities in terms of information and communication channels; and creating and maintaining the NRN website and other modes of communication and dissemination.

An additional area of intervention "Rural Network Operation" aims to develop and execute the NRN programme, namely by ensuring coordination with the European Network for Rural Development (EN RD), organising and coordinating NRN activities and drawing up and implementing the NRN communication and advertising plan.

The NRN structure is based on a network of national, regional and local stakeholders including: central and regional administration bodies in charge of managing and implementing rural development policies; central and regional administration bodies in charge of applying the structural funds; central and regional administration bodies in charge of implementing countryside policies, in particular regarding land use and management and nature conservation; local authorities; Local Action Groups (LAGs); farm and forest producer organisations; rural development associations; environmental associations; and other cultural, social and economic organisations.

The NRN programme is implemented via an action plan, which is approved by the Managing Authority (MA). The approved action plan is put into practice through annual activity plans.

## **Monitoring and evaluation strategy**

The Monitoring and Evaluation (M&E) systems are the responsibility of the Managing Authority and the Monitoring Committee of each Rural Development (RD) Programme. The Monitoring system assesses the efficiency and effectiveness of measures and actions, implemented by each RD programme on the basis of well-defined objectives and targets. The

respective Managing Authorities are responsible for the creation and maintenance of information systems, capable of registering and handling statistical data, in view of the development of a set of indicators (baseline, result and impact indicators), which allow a close monitoring of the programmes' implementation and achievements during the lifetime of the programmes.

The Managing Authorities, in conjunction with the European Commission, are also responsible for the creation of a system of on-going evaluation of the Rural Development Programmes for the period 2007-2013. This evaluation system aims to assess the execution of the programmes' objectives, to improve their quality and implementation, through the preparation of on-going, mid-term and ex-post evaluation reports. These evaluations are carried out by independent evaluators and the results are available for public consultation in accordance with the EU regulations, Reg. (CE) 1049/2001 of the Parliament and the Council of 30th of May of 2001.

### **Communication and publicity**

The Portuguese NSP does not include a specific section on this topic, due to the fact that communication activities are delegated to the Managing Authorities responsible for implementing the three RDPs, leaving to the national level the responsibility for ensuring mainly a networking task via the National Rural Network.

All the three Managing Authorities share a deep awareness for properly informing rural stakeholders and potential beneficiaries of the RDP measures, priority mainly related to the need of spending the allocated budget within the deadlines set by the EU regulations, avoiding under-spending.

The three communication plans are devised including the following priorities:

- to provide clear and timely information to potential beneficiaries/recipients and project promoters about the possibilities offered by the RDPs, as well as about the eligibility conditions and selection criteria of the RDPs;
- To develop the 'identity' of the Programme in terms of the beneficiaries/recipients and all the related entities; and
- To inform the general public about the role played by the European Union in the programmes and the relevant results achieved.

The communication strategies take into account the different target groups within the public, interlinking the content of measures with their particular interests. Campaigns can be directed to diverse promoters and relevant political instruments or may be based on particular areas, or topics of assistance, and can be promoted as a supplement to the programme-specific communication plan.

Similar actions to inform programme beneficiaries are implemented in the three communication strategies based on information and communication with permanent structures that include: local reception desks, call centres and virtual reception desks. As well as this permanent base structure, also the designed tools are similar in the three strategies,

namely: written information and publications (brochure, leaflets, posters); direct mailing; organisation of communication events (public sessions, workshops, etc.); media (radio, special inserts or news, question and answer sessions, etc.); magnetic data and web technology (interactive CDs, website, intranet access, etc.); information campaigns and events at regional level; and advertising boards according to the rules and regulations of the European Union.

## Annex I – Measures

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