Standard Summary Project Fiche for the Transition Facility

1. Basic Information
   1.1 CRIS Number: 2005/017-462.01.07
   1.2 Twinning Light: SI05-IB-AG-07
   1.3 Title: Actions of informing and promotion of agricultural products on the internal market and in third countries
   1.4 Sector: Agriculture
   1.5 Location: Slovenia

2. Objectives
   2.1 Overall Objective(s):
      To qualify the AAMRD as the paying agency for the implementation of information and promotion actions for agricultural products on the internal market and in third countries
   2.2 Project purpose:
      Prepare the Agency for an adequate qualification to implement information and promotion actions for agricultural products on the internal market and in third countries, to implement tenders independently, to accept and check the applications, to conclude contracts and to execute payments from the EAGGF - Guarantee Fund.
   2.3 Justification
      Comprehensive Monitoring Report - in time of the Comprehensive Monitoring Report preparation Slovenia focused on meeting commitments and requirements arising from the accession negotiations and had not yet decided on implementing information and promotion actions for agricultural products, and hence did not report on it. Chapter 7 of the Comprehensive Monitoring Report the Agency focuses on horizontal issues and does not include a separate area of promotion. This field was omitted at the preparation. On 1 May 2004 nothing was prepared for the performance of information and promotion actions for agricultural products. Due to huge preparations for key measures, such as IACS, trade mechanisms, direct payments, on-the-spot control, accreditation as the paying agency, Slovenia did not focus on information and promotion actions.

3. Description
   3.1 Background and justification:
The situation is very specific for Slovenia, being a small country with less than 2 million inhabitants. The AAMRD as the only paying agency in Slovenia is going to perform information and promotion activities for agricultural products on internal market and in third countries. Its task is to check the applications and execute the payment.

The experience in Western Europe shows that the adaptation of agriculture and institutions to the new situation is very complex and takes up much time and effort. Therefore, there is a constant need for additional knowledge and know-how and cooperation with similar institutions in EU, especially as regards the information and promotion actions for agricultural products on the internal market and in third countries.

The introduction of the project is foreseen for September 2005 and is predicted to last until January 2006. The project’s aim is to strengthen the Agency for Agricultural Markets and Rural Development for the precise and correct implementation of information and promotion actions for agricultural products on the internal market and in third countries and for the execution of payments from the EAGGF fund for the mentioned measures.

Considering that the Agency so far has not undergone any education or trainings in the field of the implementation of information and promotion actions for agricultural products on the internal market and in third countries, the execution of the project is urgent. We propose that the execution of the project starts immediately; otherwise, Slovenia will not be able to cooperate in the implementation of the Common Agricultural Policy in this area.

3.2 Linked activities:

There were no Phare activities and projects in this area.

TAIEX Seminar on the Promotion of Agricultural Products 2004, which took place in Brussels on 15 June 2004, was oriented on advising New Member State and Candidate country officials, responsible for processing/screening promotion applications and representatives of professional organisations interested in submitting proposals on the procedures that apply for Community co-financed promotion programmes. The seminar also covered the presentation of objectives and functioning of Community support for the promotion of agricultural products.

Bilateral Cooperation with France
Two-day study visit took place in Paris, France on 7 and 8 February 2005. The role of the Member State regarding promotion of agricultural products was presented within the mentioned seminar. The costs of the seminar were covered by Slovenia.

Last year the Agency was granted full accreditation by which it ensures adequate preparedness for the approval, payment and accounting procedures.

3.3 Results:
qualified staff at the paying agency (AAMRD) and the Ministry of Agriculture, Forestry and Food
qualified implementation body for on-the-spot control
educated expert groups for the evaluation of the quality of project proposal
qualified staff for the performance of tenders
qualified staff for the execution of evaluations
qualified staff for monitoring and check of the applications
qualified staff for checking the correctness, timeliness and adequacy of applications
qualified for the monitoring of projects
correct reporting to the Commission
adequate qualification in the field of the management of securities for business seriousness
acquired knowledge on how to execute the payments (partly co-financed on the side of the EAGGF-Guarantee Fund and partly from the national budget)
implementation of on-the-spot controls
prepared written guidelines and manuals of the procedures
prepared materials for potential beneficiaries of the funds
prepared questionnaires for non-governmental organisations (potential applicants)

3.4 Activities:

- training and qualification of staff at the paying agency (AAMRD) and the Ministry of Agriculture, Forestry and Food (5 persons)
- qualification of the implementation body for on-the-spot control
- education of the expert groups for the evaluation of the quality of project proposal
- training in the field of the management of securities (5 persons) and in the field of projects' proposals evaluation
- study visits at paying agencies of the old Member States which are active users of the system and who are well-organised on applying it and will thus acquire knowledge and expertise (5 persons)
- taking part in various workshops, study trainings, study tours and learning-by-doing projects (relating to tenders, monitoring, administrative controls, on-the-spot controls, execution of payments…)
- preparation on participation in multi-country programme (it is essential to acquire good and valuable contacts with the institutions, situated in other Member States)
- preparation of written guidelines and manuals of the procedures
- preparation of materials for potential beneficiaries of the funds
- preparation of questionnaires for non-governmental organisations (potential applicants)

3.5 Lessons learned:

The TAIEX seminar offered the overall view on the role of the competent body in Member States and presentation of examples of on-going programmes in Member States.
The Bilateral cooperation leaded to the common conclusion of Slovene participants that Communication Strategy regarding promotion should be strengthened and further developed.

The employees of the Ministry of Agriculture, Forestry and Food and the AAMRD both participated in these seminars.

The acquired knowledge is very general and does not suffice for the implementation of information and promotion actions.

4. Institutional Framework

The Agency of the Republic Slovenia for Agricultural Markets and Rural Development (AAMRD) was established in July 1999 on the basis of Act Amending the Organisation and Competence of Ministries Act for the purpose of implementation of common market organisations and measures and policies in the field of agriculture. In December 1999, the Decree on Accreditation Criteria for AAMRD was adopted, laying down the conditions, the method of operation, the competences and the obligations of the Agency. In March 2000, the Rules on Internal Organisation and Job Systematisation of AAMRD were issued. The AAMRD has been implementing the SAPARD pre-accession aid and Common Agricultural Policy measures. The Ministry of Agriculture, Forestry and Food as the competent authority for issuing the accreditation to the paying agency has granted the accreditation for the management and payment of funds from the EAGGF Guarantee Section six months following the date, on which the Act on Provisional Accreditation was issued. By granting the accreditation, the Slovene beneficiaries are enabled to receive European financial initiatives in agriculture. On 19 October 2004 the AAMRD was officially granted the accreditation charter.

The Agency for Agricultural Markets and Rural Development (AAMRD) is performing paying agency activities and is a body within the Ministry of Agriculture, Forestry and Food of the Republic of Slovenia (MAFF). MAFF is acting as an implementing authority for all PHARE programmes including Twinning and Twinning Light projects, and is as such responsible for the preparation and the implementation of these projects.

AAMRD and its Foreign Trade Department inside the Agricultural Markets Section will be responsible for the execution of foreign trade measures according to Common Agricultural Policy.

The AAMRD has established a special service for the implementation of promotion of agricultural products and implementation of tasks, outlined in Point 3.3. As already mentioned, the Agency for Agricultural Markets and Rural Development is the only paying agency in Slovenia, and as such needs to adequately and effectively prepare for the implementation of criteria, designated by the Regulation No 1663/95.

The Inspectorate for Agriculture, Forestry, Hunting and Fisheries, which is a constituent body within the Ministry of Agriculture, Forestry and Food (MAFF) closely cooperates with the Agency and will in this case be delegated the task of on-the-spot checks.
5. Detailed Budget

<table>
<thead>
<tr>
<th>€M</th>
<th>Transition Facility support</th>
<th>Co-financing</th>
<th>Total cost (TF plus co-financing)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Investment Support</td>
<td>Institution Building</td>
<td>Total Transition Facility (=I+IB)</td>
</tr>
<tr>
<td>year 2005</td>
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<td>0.07</td>
<td>0.02</td>
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<tr>
<td>contract 1</td>
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<tr>
<td>Total</td>
<td>0.07</td>
<td>0.07</td>
<td>0.02</td>
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</table>

(*) contributions form National, Regional, Local, Municipal authorities, FIs loans to public entities, funds from public enterprises
(**) private funds, FIs loans to private entities

6. Implementation Arrangements

6.1 Implementing Agency

The Implementing Agency:
Ministry of Finance - CFCU
Mr. Peter Škofič, PAO
Beethovnova 11
SI - 1000 Ljubljana
tel.: +386 1 478 6203
fax.: +386 1 478 6204
E-mail: peter.skofic@mf-rs.si

The Contracting Authority
Ministry of Agriculture, Forestry and Food of RS
Unit for International Relations
Contact person: Mr. Marko Verbič, Head of Unit
Dunajska 56-58
SI - 1000 Ljubljana
tel.: +386 1 478 9115/6
fax.: +386 1 478 9155,
E-mail: marko.verbic@gov.si.

6.2 Twinning

The Implementing Authority
Ministry of Agriculture, Forestry and Food of RS
Contact person
Mr. Marko Verbič, Head of Unit
Dunajska 56-58
SI - 1000 Ljubljana
6.3 Non-standard aspects

Not applicable.

6.4 Contracts

There will be one Twinning Light contract with the selected Member State for 70,000 €.

7. Implementation Schedule

7.1 Start of tendering/call for proposals
   3rd quarter 2005

7.2 Start of project activity
   4th quarter 2005

7.3 Project Completion
   2nd quarter 2006

8. Sustainability

For Institution Building component of project the beneficiary guarantees that adequate staff and financial resources to maintain administrative function will be provided by the time of the start of project.

9. Conditionality and sequencing

Availability of national co-funding.
ANNEXES TO PROJECT FICHE
1. Logical framework matrix in standard format (compulsory)
2. Detailed implementation chart (compulsory)
3. Contracting and disbursement schedule by quarter for full duration of programme (including disbursement period) (compulsory)
4. List of relevant Laws and Regulations (optional)
### TF log frame

<table>
<thead>
<tr>
<th>LOGFRAME PLANNING MATRIX FOR Project</th>
<th>Programme name and number</th>
</tr>
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<tr>
<td>Actions on informing and promotion of agricultural products on the internal market and in third countries</td>
<td>Contracting period expires 15 December 2007</td>
</tr>
<tr>
<td></td>
<td>Total budget: 0.09 million €</td>
</tr>
</tbody>
</table>

#### Overall objective
- To qualify the AAMRD as the paying agency for the implementation of information and promotion actions for agricultural products on the internal market and in third countries.

#### Objectively verifiable indicators
- Successful implementation of measures on information and promotion for agricultural products, improved quality of reporting 6 months after the conclusion of the project.

#### Sources of Verification
- Reports to the Commission
- Official Journal

#### Project purpose
- Prepare the Agency for an adequate qualification to implement information and promotion actions for agricultural products on the internal market and in third countries, to implement tenders independently, to accept and check the applications of the organisations applicants, to conclude contracts and to execute payments from the EAGGF-Guarantee Fund.

#### Objectively verifiable indicators
- New European legislation will be adopted and harmonized with our national legislation 6 months after the conclusion of the project.
- Agency will implement the measures of promotion in June 2006.

#### Sources of Verification
- Procedure manuals of the Paying Agency
- Agency internal audit report
- Reports by EC Auditors
- Interim Evaluation Reports
- Implementation Status Report

#### Assumptions
- Sufficient number of staff responsible for this area of work available
- Sufficient funds from national budget for study visits.
<table>
<thead>
<tr>
<th>Results</th>
<th>Objectively verifiable indicators</th>
<th>Sources of Verification</th>
<th>Assumptions</th>
</tr>
</thead>
<tbody>
<tr>
<td>• qualified staff at the paying agency (AAMRD) and the Ministry of Agriculture, Forestry and Food</td>
<td>• Manuals of procedures, available by the end of the project</td>
<td>• Monitoring report - Agriculture</td>
<td>• Support from other relevant institutions</td>
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<tr>
<td>• qualified implementation body for on-the-spot control</td>
<td>• Regular application of procedure documents by the conclusion of the project</td>
<td>• Final report including the provided trainings, educations and qualifications and the documents produced within the project</td>
<td>• Effective cooperation with other institutions and companies which are active users of the system and who are well organised in applying it</td>
</tr>
<tr>
<td>• educated expert groups for the evaluation of the quality of project proposal</td>
<td>• Competent authorities shall apply EU legislation 6 months after the conclusion of the project</td>
<td>• At the end of the project the employees at the Agency have practical knowledge on the on-the-spot control</td>
<td>• Appropriate twinning light partner is available and contract is concluded on time</td>
</tr>
<tr>
<td>• qualified staff for the performance of tenders</td>
<td>• At the end of the project the employees at the Agency have practical knowledge on the on-the-spot control</td>
<td>• 2 months after the conclusion of the project the employees of the agency know, how to implement public calls</td>
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<tr>
<td>• qualified staff for the execution of evaluations</td>
<td>• At the conclusion of the project expert groups are acquainted with their future work in the field of Actions of informing and promotion of agricultural products on the internal market and in third countries</td>
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<tr>
<td>• qualified staff for monitoring and check of the applications</td>
<td>• 2 months after the conclusion of the project the employees of the agency know, how to implement public calls</td>
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<tr>
<td>• qualified staff for checking the correctness, timeliness and adequacy of applications</td>
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<td>• qualified for the monitoring of projects</td>
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<td>• correct reporting to the Commission</td>
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<td>• adequate qualification in the field of the management of securities for business seriousness</td>
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<td>• acquired knowledge on how to execute of payments (partly co-financed on the side of the EAGGF-Guarantee Fund and partly from the national budget)</td>
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<tr>
<td>• implementation of on-the-spot controls</td>
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<td>• prepared guidelines and manuals of the procedures</td>
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<td>• prepared materials for potential beneficiaries of the funds</td>
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<td>• prepared questionnaires for non-governmental organisations (potential applicants)</td>
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</table>
### Activities
- Trainings and qualification of staff at the paying agency (AAMRD) and the Ministry of Agriculture, Forestry and Food (5 persons)
- Qualification of the implementation body for on-the-spot control
- Education of the expert groups for the evaluation of the quality of project proposal
- Training in the field of the management of securities (5 persons) and in the field of projects’ proposals evaluation
- Study visits at paying agencies of the old Member States which are active users of the system and who are well-organised on applying it and will thus acquire knowledge and expertise (5 persons)
- Taking part in various workshops, study trainings, study tours and learning-by-doing projects (relating to tenders, monitoring, administrative controls, on-the-spot controls, execution of payments...)
- Preparation on participation in multi-country programme (it is essential to acquire good and valuable contacts with the institutions, situated in other Member States)
- Preparation of guidelines and manuals of the procedures
- Preparation of materials for potential beneficiaries of the funds
- Preparation of questionnaires for non-governmental organisations (potential applicants)

### Means
- Study visits
- Workshops
- Training programmes
- Learning-by-doing projects

### Assumptions

#### Preconditions
- None
Annex 2: Detailed Implementation chart

<table>
<thead>
<tr>
<th>Twinning Light</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
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Annex 3a – Contracting schedule

CUMULATIVE CONTRACTING SCHEDULE (EUR million)

<table>
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<tr>
<th>Date</th>
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Annex 3b – Disbursement schedule

CUMULATIVE CONTRACTING SCHEDULE (EUR million)

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Annex 3c – Contracting and Disbursement schedule

CUMULATIVE CONTRACTING AND DISBURSEMENT SCHEDULE (EUR million)

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Annex 4

**Acquis Communitaire**

Council Regulation (EC) No 2826/2000 of 19 December 2000 on information and promotion actions for agricultural products on internal market

Council Regulation (EC) No 2702/1999 on measures to provide information on, and to promote, agricultural products in third countries

Commission Regulation (EC) No 1663/95 laying down detailed rules for the application of Council Regulation (EEC) No 729/70 regarding the procedure for the clearance of the accounts of the EAGGF Guarantee Section


Commission Regulation (EC) No 2879/2000 laying down detailed rules for applying Council Regulation (EC) No 2702/1999 on measures to provide information on, and to promote, agricultural products in third countries, and all its modifications