

Measure 311 – Diversification into non-agricultural activities

Basic Information:

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Programmed total public expenditure, 2007-2013 (EU27): €2 billion (of which €1.2 billion EAFRD contribution).

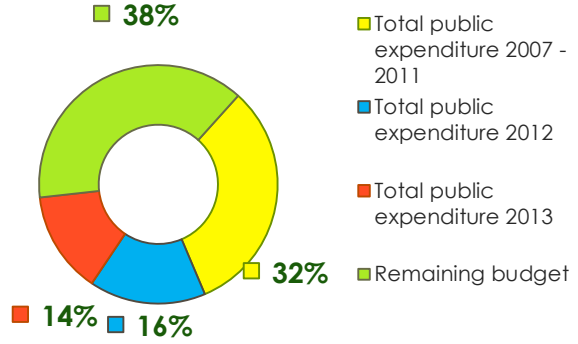
Actual total public expenditure, 2007 to 2013 (EU27): €1.22 billion or 62% of the programmed expenditure for 2007-2013. (Figure 1 shows the financial implementation up to 2013, whereas the output data presented below are up to 2012).

Definition of output indicators of the measure:

- 1) "Number of beneficiaries" – refers to the number of beneficiaries receiving support for their efforts to diversify into non-agricultural activities.
- 2) "Total volume of investments" - refers to the total amount (= the sum of all public and private expenditure) of all the tangible and/or intangible investments made by beneficiaries receiving support for their efforts to diversify into non-agricultural activities.



Figure 1:
Measure 311 total public expenditure from 2007 to 2013 and remaining budget (EU 27)



Measure 311 – Number of beneficiaries from 2007 to 2012*

Figure 2: Number of beneficiaries

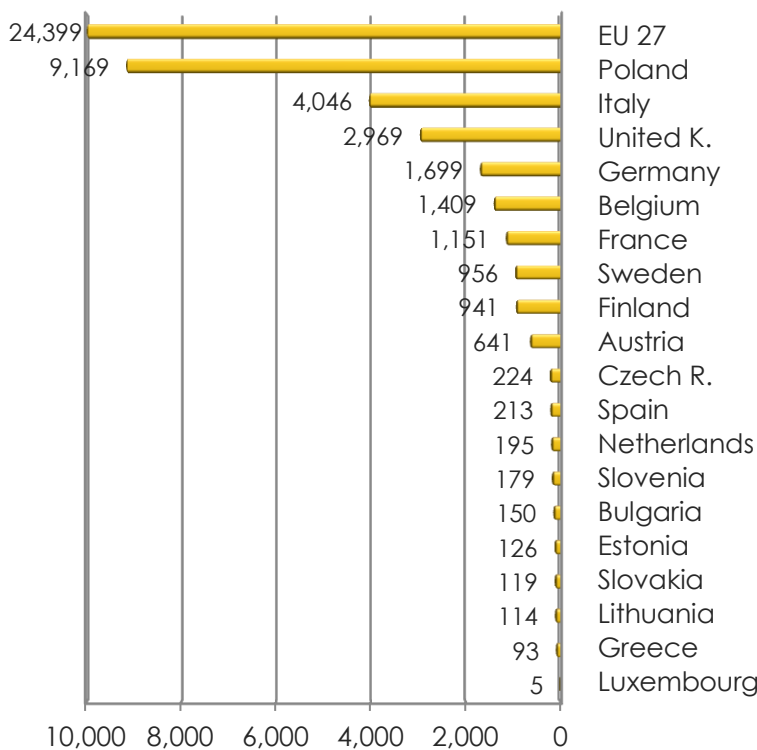
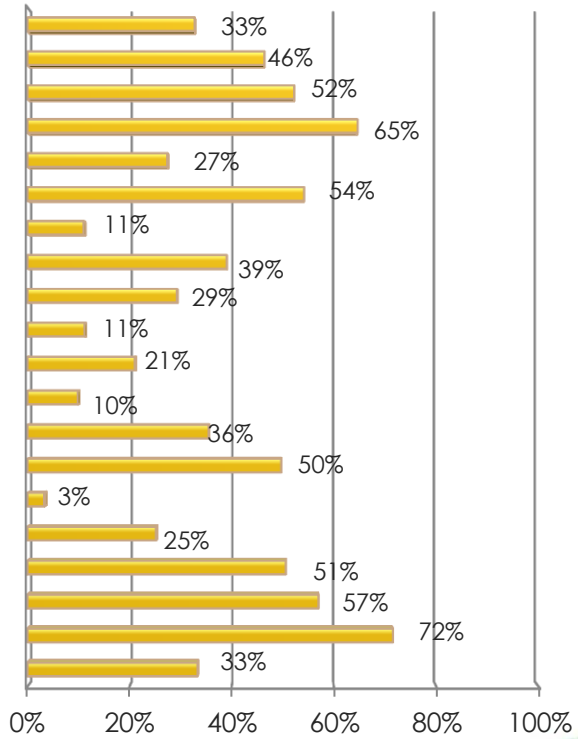


Figure 3: Number of beneficiaries (% against 2007-2013 output targets)

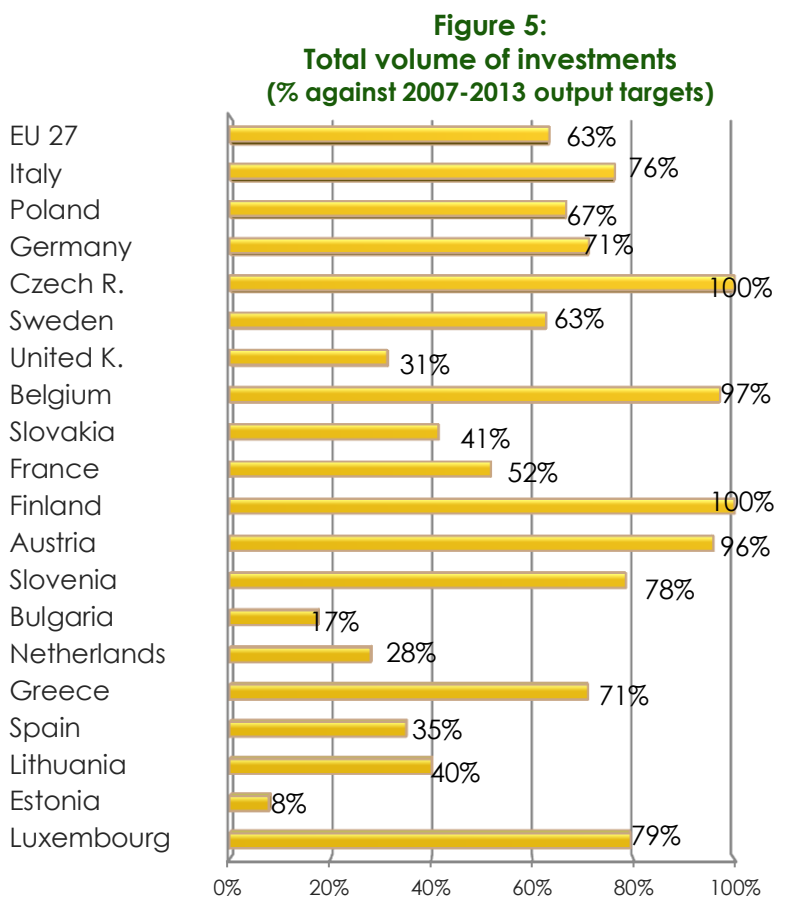
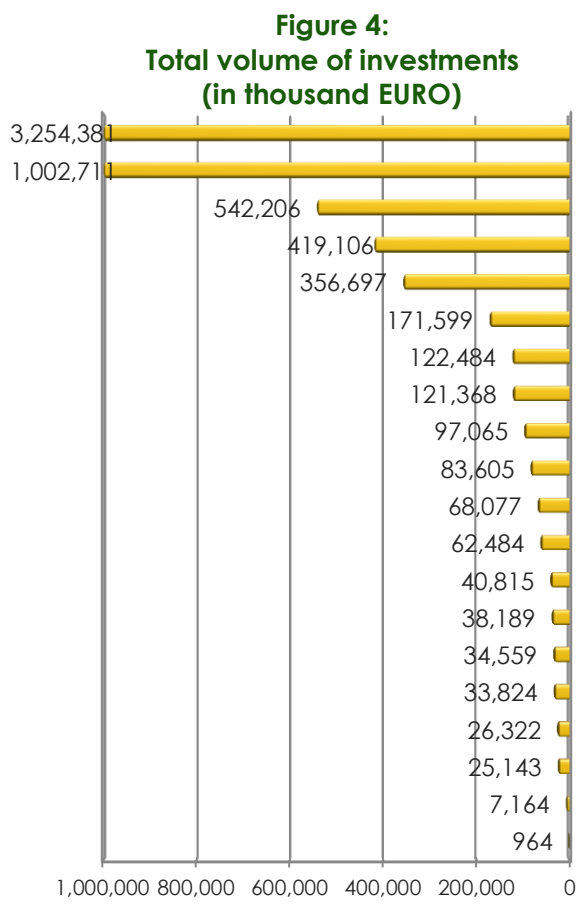


*Data refer to the Member States for which information on the number of beneficiaries was available.

Measure 311 – Diversification into non-agricultural activities

- ❖ During the first six years of implementation, almost 24,400 beneficiaries have been supported at EU 27 level (see figure 2) by measure 311. This number accounts for 33% of the number of beneficiaries envisaged to receive support for the period 2007-2013 across the EU (see figure 3).
- ❖ By 2012, Poland had supported the highest number of beneficiaries among the MS (9,169 beneficiaries) reaching 46% of the national 2007-2013 target. Italy follows with 4,046 beneficiaries supported, showing an implementation rate of 52% against the national target .
- ❖ In terms of implementation rates, Greece has achieved 72% of it targets for the 2007-2013 programming period.

Measure 311 – Total volume of realised investments from 2007 to 2012*



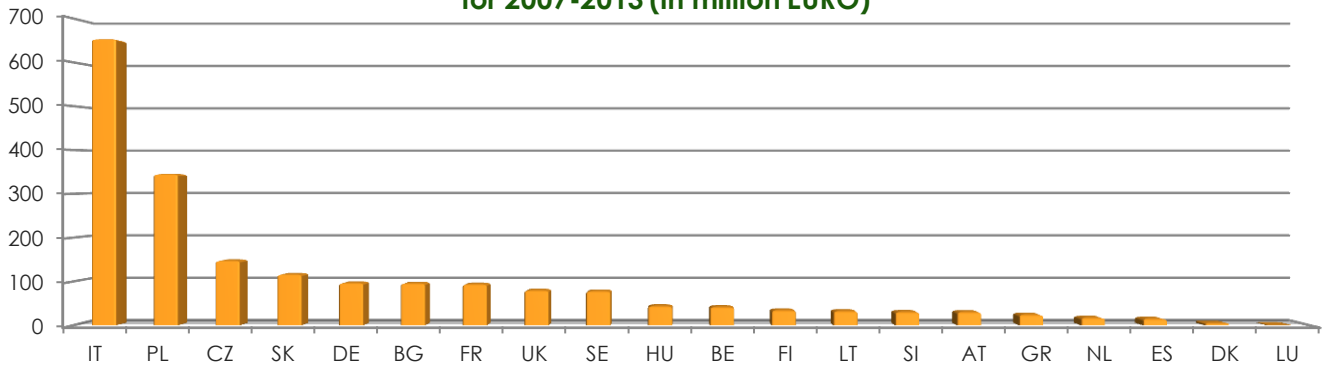
*Data refer to the Member States for which information on the total volume of investments realised was available.

- ❖ By 2012 at EU 27 level, the total amount of investments by beneficiaries who diversify into non-agricultural activities had reached €3.2 billion (see figure 4).
- ❖ Italy and Poland show the highest amount of investments (€1 billion and €542 million respectively) which correspond to 76% (Italy) and 67% (Poland) of the national target envisaged for the period 2007-2013 (see figure 5).
- ❖ Germany, the Czech Republic, Sweden and the United Kingdom follow, generating an overall amount of investments of almost €1.1 billion.
- ❖ In the Czech Republic, Finland, Austria, and Belgium the amount of total investments exceeds 96% of the 2007-2013 target.

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Key facts and figures

Figure 6: Programmed total public expenditure on measure 311 per MS for 2007-2013 (in million EURO)



- ✓ Measure 311 is programmed in 65 out of the 88 Rural Development Programmes (RDPs) across the EU 27. It has not been selected in the RDPs of Cyprus, Latvia, Malta, Portugal, Romania and in some regional RDP in Spain and the UK.
- ✓ Overall, Italy allocated the highest total public budget (€654 million) for Measure 311.
- ✓ Among the new Member States, the biggest budget allocation to measure 311 for the whole 2007-2013 period has been envisaged by Poland (€346 million) followed by the Czech Republic (€148 million) and Slovakia (€117 million).
- ✓ The Member States which have allocated the largest shares of their Axis 3 – Quality of life in rural areas and diversification of the rural economy – budget to measure 311 are Italy and Belgium with 41% and 38% respectively.

Measure 311 Farm Physiotherapy Center in the Village of Guja

EAFRD support was sought for a project addressing the needs of elder people in rural areas for specific support and rehabilitation, in close linkages with agricultural activities being undertaken on-farm. This particular project launched physiotherapeutic services in rural area within a farm by diversifying its operations. The investment consisted in purchasing room equipment, equipment for physiotherapy and hydrotherapy, rehabilitation beds, wheelchairs, and cameras for lasertherapy. The farm facilities have been adapted to accommodate the physiotherapy center. It hosts two-week stays for rural residents in need of therapeutic activities, during which they can consult doctors and take part in tailored treatment programmes. As the project focuses on farm diversification now the farm sells its products directly to people using the physiotherapy services and, on the other hand, provides a much-needed facility for the residents of the village. The total cost of the project was €53,394.

Link: http://enrd.ec.europa.eu/policy-in-action/rdp_view/en/view_projects_en.cfm?action=detail&backfuse=jsview&postcard_id=2960

Source of the data:

1) Programmed expenditures 2007-2013: RDP budget allocation following Health Check revision (December 2013); 2) Expenditures 2007-2013: DG AGRI; 3) Output indicators: monitoring tables submitted by Managing Authorities along with the 2008, 2009, 2010, 2011, 2012 and 2013 Annual Progress Reports. Data referring to programming years 2007 to 2012. Only commitments made from year 2007 onwards are considered; 4) Output targets 2007-2013: DG AGRI

For further detailed information on financial / physical and output indicators data please refer to the dedicated ENRD website section on Monitoring Indicators.