

# Measure 312 – Business creation and development

## Basic Information:

**Measure 312** – Business creation and development

**Programmed total public expenditure, 2007-2013 (EU 27):** €2.8 billion (of which €2.04 billion EAFRD contribution).

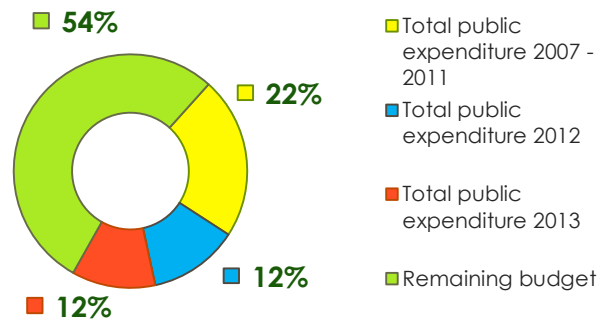
**Actual total public expenditure, 2007 to 2013 (EU 27):** €1.3 billion or 46% of the programmed expenditure for 2007-2013. (Figure 1 shows the financial implementation up to 2013, whereas the output data presented below are up to 2012).

### Definition of output indicators of the measure:

“Number of micro-enterprises supported” – refers to the number of new or existing micro enterprises receiving support for the creation / development of rural, but non-agricultural business.

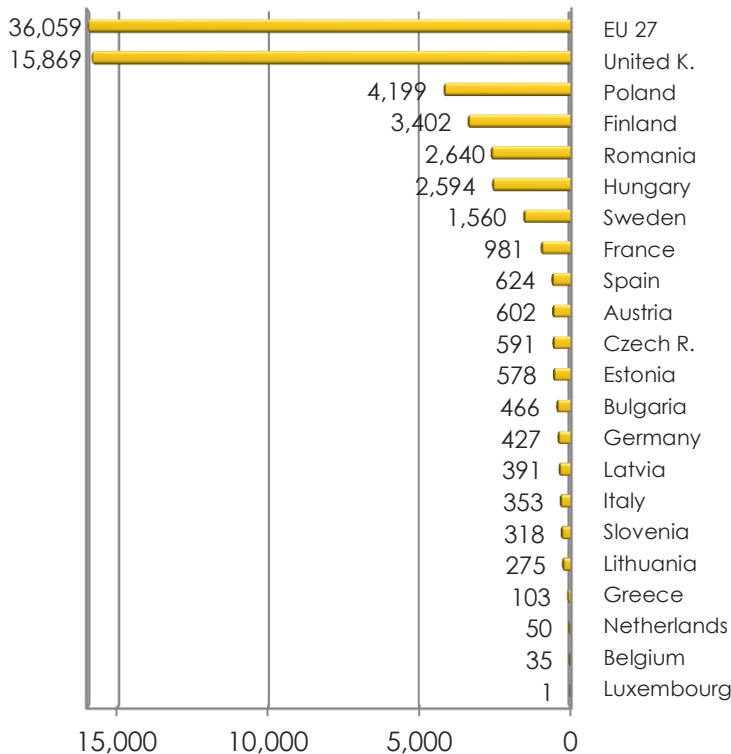


**Figure 1:**  
Measure 312 total public expenditure from 2007 to 2013 and budget (EU 27)

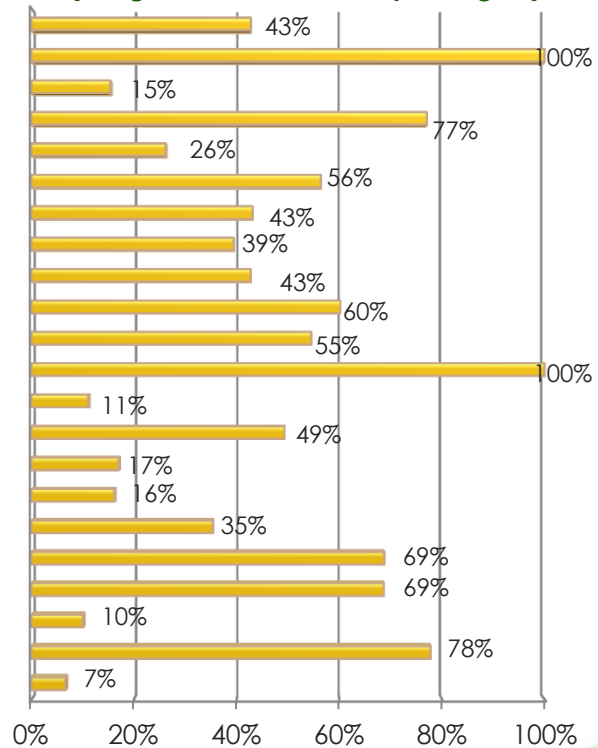


## Measure 312 – Number of micro-enterprises supported from 2007 to 2012\*

**Figure 2:**  
Number of micro-enterprises supported



**Figure 3:**  
Number of micro-enterprises supported (% against 2007-2013 output targets)



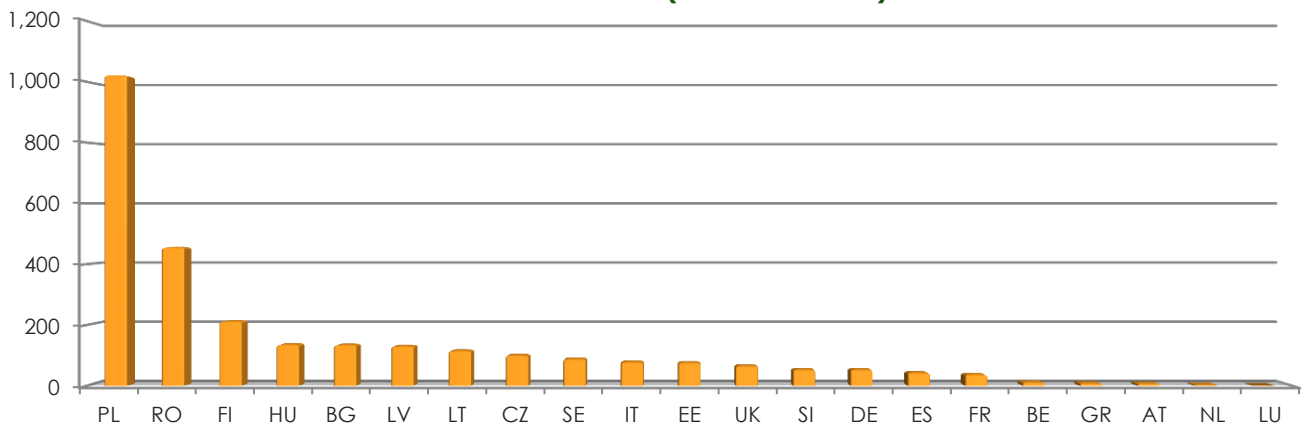
\*Data refer to the Member States for which information on the number of micro-enterprises supported was available.

## Measure 312 – Business creation and development

- ❖ During the first six years of implementation, more than 36,000 micro-enterprises have been supported at EU 27 level through measure 312 (see figure 2). This number accounts for 43% of the number of micro-enterprises envisaged to receive support for the period 2007-2013 (see figure 3).
- ❖ By 2012 the United Kingdom supported the highest number of micro-enterprises among the MS (15,869 micro-enterprises) reaching, in terms of programme's progress, 100% of the national target number of micro-enterprises to be supported in the current programming period. Poland follows with 4,199 micro-enterprises.
- ❖ In terms of progress rate against 2007-2013 targets, Estonia have supported 100% of its target micro-enterprises while Belgium and Finland have supported around 77% of their envisaged number of micro-enterprises.
- ❖ Greece and Lithuania follow with around 69%.
- ❖ Austria and Hungary have supported 60% and 56% respectively, of their target number of micro-enterprises.

### Key facts and figures

**Figure 4: Programmed total public expenditure on measure 312 per MS for 2007-2013 (in million EURO)**



- ✓ Measure 312 is programmed in 47 out of the 88 Rural Development Programmes (RDPs) across the EU 27.
- ✓ Overall, Poland has allocated to measure 312 the highest RDP budget across the EU 27 (€1 billion, programmed total public expenditure).
- ✓ Among the other new Member States, Romania, Hungary and Bulgaria show the highest 2007-2013 budget share allocated to measure 312 (€456, €136 and €135 million respectively).
- ✓ The Member States which have allocated the highest shares of their Axis 3 – Quality of life in rural areas and diversification of the rural economy – budget to measure 312 are Estonia and Latvia (59% and 56% respectively).

## Measure 312 – Business creation and development

### Measure 312 project example: Happy Days Artisan Ice-Cream



The initiator of the project was inspired to set it up after being unable to find a reliable source of high quality locally produced ice-cream in Cork County. Happy Days Artisan ice-cream business was meant to add value to local dairy products, investing in a high quality, local products and putting smiles on customers' faces!

The project idea was to develop and market a quality ice-cream using locally produced raw ingredients to sell into niche markets, to generate income, create employment and add to the strong tradition of quality foods produced in the region. The RDP funding support the purchase of the exact equipment needed to best suit needs resulting in significant business growth.

Many restaurants, retail outlets and specialist food and beverage producers became interested in this premium quality, handmade product.

The total cost of the project was €70,766, out of which €19,461 was EAFRD contribution.

Link: [http://enrd.ec.europa.eu/policy-in-action/rdp\\_view/en/view\\_projects\\_en.cfm?action=detail&backfuse=jsview&postcard\\_id=7100](http://enrd.ec.europa.eu/policy-in-action/rdp_view/en/view_projects_en.cfm?action=detail&backfuse=jsview&postcard_id=7100)

#### 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.



<http://enrd.ec.europa.eu>