

RDP analysis: Support to environment & climate change

M01 & M02

Knowledge transfer & Advisory services

In 2015, the Contact Point of the European Network for Rural Development (ENRD CP) carried out a broad analysis of the 2014-2020 Rural Development Programmes (RDPs). The following text forms part of a series of summaries outlining the information gathered on specific Measures (M) and sub-Measures. The summaries aim to provide an overview of the common trends and main differences in the programming decisions taken across the range of RDPs. If you believe that any of the information presented does not accurately reflect the content of one of the RDPs, please communicate your concerns to info@enrd.eu.

Where specific RDPs are referenced in the analysis, they are indicated with the official EU country codes (e.g. EE for Estonia). In the case of regional RDPs, the name of the region is given after the country code (e.g. IT-Lazio).

1. Regulatory background

M01 - Knowledge transfer Measure 01 - Knowledge transfer and information actions (M01) is for the **provision of information and training** to improve the performance and also the social and environmental sustainability of businesses operating in rural areas. M01 is targeted at people working in the agricultural, food and forestry sector and in SMEs located in rural areas.

The 2014-2020 Rural Development Regulation¹ aims at unifying knowledge and skill acquisition under one Measure and also at broadening the scope of actions supported by including demonstration activities, information actions, coaching, short-term farm management exchanges and farm visits.

¹ Regulation (EU) No 1305/2013 Art.14

Table 1 shows the type of support M01 provides and the beneficiaries.

Table 1 - M01 sub-Measures and beneficiaries

Sub-Measure		Beneficiaries
M01.1	Vocational training and skills acquisition actions	Provider(s) of formal training and actions under M1.1 (which are not part of regular education programmes or curricula ²)
M01.2	Demonstration activities and information actions	Provider(s) of demonstration activities and information actions
M01.3	Long-term farm and forest management exchange as well as farm and forest visits	Provider(s) of exchanges and visits

The **primary beneficiaries of the Measure** (in terms of reception of funds) **are the service providers, not the users or recipients of the service.**

Member States can also decide to provide support for participants' costs (travel, accommodation, per diem, replacement workforce)³, which is paid to the training providers. Participant costs can be covered through the use of vouchers or other methods.

M02 - Advisory services

Measure 02 -Advisory services, farm management and farm relief services (M02) is oriented to providing tailored advice on specific issues that are directly requested by the recipients of the advice. Recipients of advice include farmers, young farmers, forest holders and other land managers and SMEs. Some advice provision may be provided to groups where duly justified and appropriate, taking into account the situation of the individual users.

Table 2 highlights the support M02 provides and it indicates who are the beneficiaries.

² Support should not include courses of instruction or training which form part of normal education programmes or systems at secondary or higher levels (Article 14.3 in Regulation (EU) No 1305/2013 (rural development regulation)).

³ Article 14 in Regulation (EU) No 1305/2013 (rural development regulation)

Table 2 - M02 sub-Measures and beneficiaries

Sub-Measure		Beneficiaries
M02.1	Support to help benefit from the use of advisory services	Providers of advice ⁴
M02.2	Support for the setting up of farm management, farm relief and farm advisory services as well as forestry advisory services	The authority or body selected to set up farm management, farm relief farm advisory or forest advisory services ⁵
M02.3	Support for training of advisors	Entities providing the advisor training

Advice funded under M02 should be linked to at least one EU priority for rural development and shall cover at a minimum one of the following:

- cross-compliance obligations (and Natura 2000 obligations applying to foresters);
- greening practices;
- support for farm modernisation, competitiveness-building, sectoral integration, innovation and market orientation, as well as the promotion of entrepreneurship;
- Water Framework Directive linked requirements (for farmers and foresters);
- integrated pest management;
- safety standards linked to the farm; and
- advice to farmers setting up for the first time.

The 2014-2020 regulation introduced a simplification of the legal framework merging support for the use of **advisory services and the setting up of services under a single Measure**. It includes the **training of advisors as a new element** that can be supported to ensure the quality and the relevance of the advice provided. The selection of service providers for advisory services, farm management and farm relief services is carried out in line with public procurement rules in the country concerned.

Independent of any M01 and M02 support, **Member States are obliged to provide a Farm Advisory System** open to all farmers⁶, and may, but are not obliged to use the support under M02 to help provide the service. However, it is important to highlight that M02 is intended to support activities that go beyond the obligatory provision of advice under the FAS.

⁴ Reg. (EU) No 1305/2013 Art. 15

⁵ Reg. (EU) No 1305/2013 Art. 15

⁶ Reg. (EU) No 1306/2013 Art. 12 to 14

The Farm Advisory System

The **Farm Advisory System (FAS)** is a system that helps farmers to better understand and meet certain EU rules, in particular, those involving cross-compliance. The FAS is operated by public or selected private bodies. For 2014-2020, the list of issues on which Member States must offer advice to farmers has been enlarged to cover:

- cross-compliance;
- the Pillar I green payments;
- the conditions for the maintenance of land eligible for direct payments;
- the Water Framework Directive and the Sustainable Use of Pesticides Directive; and
- certain rural development Measures (contributing to farm modernisation, enhancing competitiveness, innovation and market orientation, etc.).

The FAS may also cover other subjects such as the conversion of farms to other uses, the diversification of their economic activity, risk management, environmental issues (climate change mitigation and adaptation, biodiversity and protection of water, etc.)

Support Rate

The EU Rural Development Regulation does not set specific limits to funding allocations under M01.

However, advisory support under M02 is capped at a maximum of maximum €1 500 per advice. The maximum funding for advisory body staff training under M2.3 is capped at €200 000 over three years.

2. RDPs programming the sub-Measure

M01 is programmed in 104 RDPs across 27 Member States (MS).

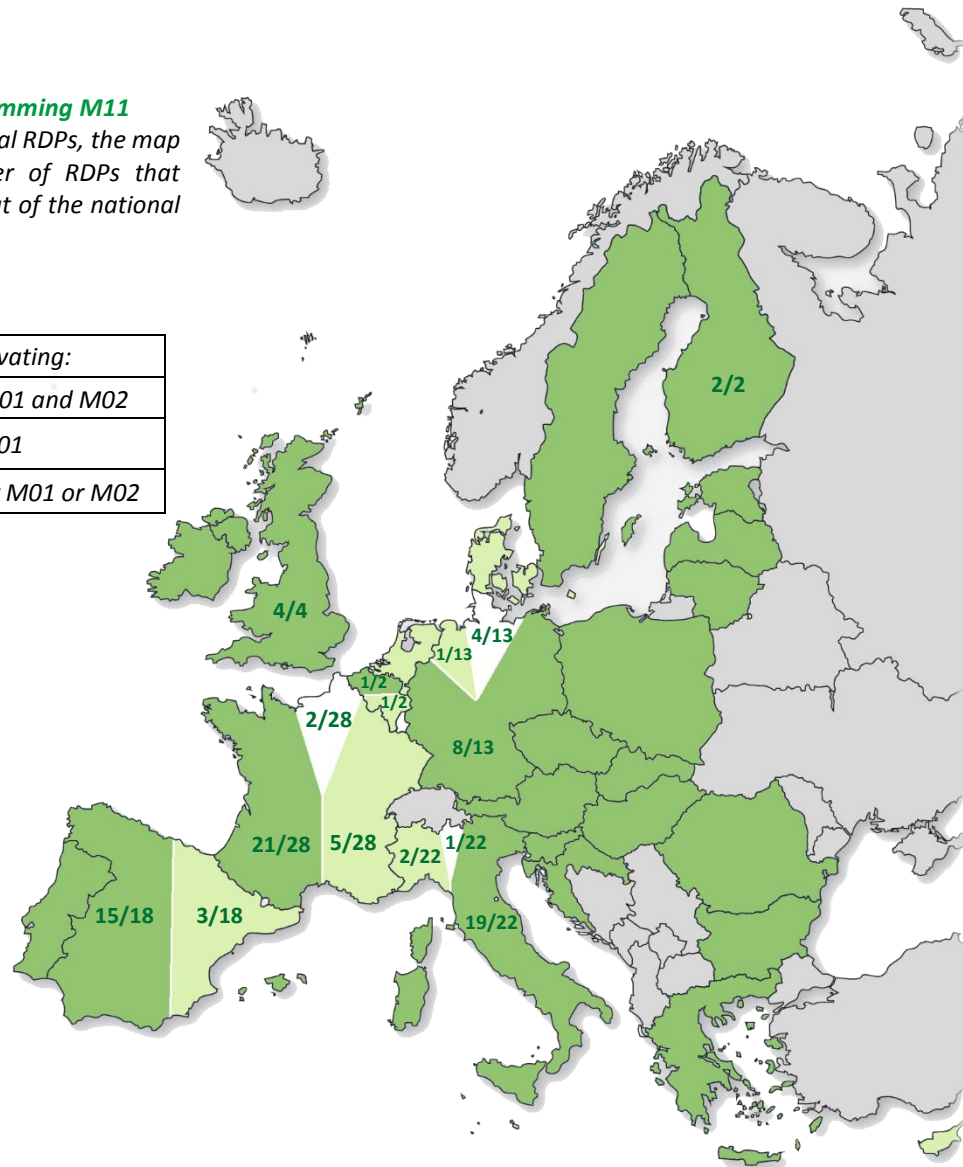
M02 is programmed in 89 RDPs across 24 MS, and all of these are also programming M01.

Map 1 - RDPs programming M11

For MS having regional RDPs, the map indicates the number of RDPs that programmed M11 out of the national total.

Legend

RDPs activating:	
	• Both M01 and M02
	• Only M01
	• Neither M01 or M02



- Neither M01 nor M02 is being used by four of the German regions (DE-Bayern, DE-Hessen, DE-Saarland, DE-Sachsen-Anhalt), FR-Ile de France and LU.
- 15 RDPs are programming M01 but not M02: BE-Wallonia, CY, DE-Sachsen, DK, ES-Islas Baleares, ES-Cantabria, ES-Pais Vasco, FR-Nord-Pas-de-Calais, FR-Bretagne, FR-Aquitaine, FR-Languedoc-Roussillon, FR-PACA, IT-Bolzano, IT-Valle d'Aosta, NL.
- Among the Member States with regional RDPs and national programmes, the Spanish national programme is providing some support for M01 and M02, whilst France and Italy are not using M01 and M02 in the national programme.

3. Scope of RDP programmed activities for environmental and climate goals

Priorities & needs addressed

Most RDPs mention **environment and climate as mandatory topics for support under M01.**

- For example, the Estonian RDP mentions that environmental topics are part of every advisory module in order to raise awareness of environmental protection.
- In contrast, in the IT-Provincia Autonoma di Trento, no training priorities are specified. Here, every officially recognised service provider is required to publish its training offer on the province website, from where potential beneficiaries choose their preferred options (every activity is funded at a 100% rate).

Other RDPs provide farmers with a **range of advice options**, only some of which cover environment and climate issues.

- For example, in BE-Flanders, farmers can select from nine modules of tailored advice, five of which are related to environment and /or climate action.
- In Slovakia, it is mentioned that advisors funded under M2 shall be able to provide a client with 'tailor-made advice' reflecting the specific potential of a given farm or holding to protect biodiversity, the quality of water, soil, to mitigate climate change and support adaptation.

Some RDPs describe more specifically particular environmental and / or climate issue(s) identified as a priority for beneficiaries of M1 and M2). The main priority areas mentioned are detailed in the following table.

Main priorities	Examples of RDPs addressing the priorities
<p>Climate change mitigation action & Energy efficiency</p> <p>Cases:</p> <ul style="list-style-type: none"> • ES-Murcia: at least 25% of the budget under M02.1 must be allocated to advisory activities related to climate change mitigation. • UK-Scotland: targets support under M01.2 to projects relating to climate change, adaptation and mitigation involving air quality, specifically through ammonia and secondary particulate matter reductions e.g. through training on better manure handling & more efficient use of fertilisers. 	<p>Most of RDPs: AT, BE-Wallonia, BG, DE-Mecklenburg-Vorpommern, DE-Nordrhein-Westfalen, ES-Aragon, ES-Cataluna, ES-Extremadura, ES-Islas Canarias, ES-Navarra, FI-Aland Islands, FR-Alsace, FR-Auvergne, FR-Bretagne, FR-Champagne-Ardenne, FR-Languedoc-Roussillon, FR-Limousin, FR-Lorraine, FR-Pays de la Loire, FR-Reunion, Croatia, IT-Basilicata, IT-Campania, IT-Lombardia, IT-Piemonte, PT-Mainland, UK-Northern Ireland</p>

<p>Promotion of renewable energies</p> <p>Cases:</p> <ul style="list-style-type: none"> BE-Wallonia: Bioenergy feedstock in particular production is mentioned as a priority for advice under M01. 	<p>ES-Pais Vasco, FR-Alsace, FR-Haute Normandie, FR-Lorraine, IT-Campania, IT-Puglia, IT-Sicilia, IT-Valle d'Aosta, Malta, PT-Mainland</p>
<p>Soil management</p>	<p>Most of the RDPs</p>
<p>Soil erosion prevention</p>	<p>BG, EE, ES-Extremadura, ES-Galicia, ES-La Rioja, ES-Pais Vasco, FR-Mayotte, FR-Pays de la Loire, IT-Campania, SK.</p>
<p>Water management</p>	<p>Most of the RDPs</p>
<p>Water use efficiency</p>	<p>ES-Aragon, ES-Galicia, ES-La Rioja, ES-Pais Vasco, IT-Basilicata, IT-Campania, IT-Umbria</p>
<p>Water quality protection</p>	<p>BG, DE-Mecklenburg-Vorpommern, DE-Niedersachsen-Bremen, DE-Schleswig-Holstein, EE, ES-Andalucia, ES-Aragon, ES-Castilla-Mancha, ES-Extremadura, FR-Lorraine, FR-Rhone-Alpes, SK, UK-Northern Ireland</p>
<p>Biodiversity protection and management</p> <p>Case:</p> <ul style="list-style-type: none"> FR-Reunion: creation/preservation of biodiversity passageways according to the France 'green and blue network' across the territory. 	<p>DE-Mecklenburg-Vorpommern, DE-Niedersachsen-Bremen, Estonia, ES-Andalucia, ES-Castilla-Mancha, ES-Cataluna, ES-Extremadura, ES-Navarra, ES-Pais Vasco, FR-Alsace, FR-Auvergne, FR-Bretagne, FR-Guadeloupe, FR-Lorraine, FR-Martinique, FR-Pays de la Loire, FR-Rhone-Alpes, Croatia, IT-Friuli-Venezia-Giulia, IT-Liguria, IT-Lombardia, IT-Piemonte, IT-Sicilia, IT-Toscana, IT-Valle d'Aosta, PT-Mainland</p>
<p>Advice and information on farming in Natura 2000</p> <p>Cases:</p> <ul style="list-style-type: none"> SI: Natura 2000, biodiversity conservation, and high nature value farming are mentioned as priorities for advisors funded under M02.3. 	<p>BE-Wallonia, ES-Andalucia, ES-Castilla-Mancha, ES-Cataluna, ES-Galicia, ES-Islas Canarias, ES-Madrid, ES-Navarra, FR-Pays de la Loire, IT-Abruzzo, IT-Piemonte, IT-Sardegna, IT-Umbria, IT-Valle d'Aosta, PT-Mainland, SI (particularly foresters), SK</p>
<p>Protection of valuable habitats</p>	<p>DE-Niedersachsen/Bremen (wetlands and moors), MT</p>
<p>Integrated pest management or reduced use of pesticides (particularly for demonstration activities financed under M01.2).</p> <p>Cases:</p> <ul style="list-style-type: none"> FR-Centre: projects in the DEPHY network of demonstration farms for reduced pesticide production methods. 	<p>ES-Andalucia, ES-Aragon, ES-Castilla-Leon, ES-Extremadura, ES-Galicia, ES-La Rioja, ES-Navarra, ES-Pais Vasco, ES-Valencia, FR-Guadeloupe, IT-Basilicata, IT-Calabria, IT-Campania, IT-Liguria, IT-Sardegna, IT-Sicilia, IT-Umbria, SK</p>

Further cases were identified and are presented below:

Case: Raising environmental awareness at village level in DE-Niedersachsen-Bremen

In DE-Niedersachsen-Bremen, M01 aims at **raising environmental awareness at village level**, through qualification actions for people who are locally acknowledged and active in this area. This shall happen through **'village talks', 'facilitation at village level' and specific missions for local 'village envoys'**. Non-farmer beneficiaries can include public entities responsible for water and coastal protection; water supply companies and associations; and third parties involved by beneficiaries.

Case: Jobs creation in ES-Madrid

M01.1 in ES-Madrid aims to promote the creation of **jobs linked to the natural, cultural and ethnographic heritage, and to develop new professional initiatives** that allow beneficiaries to settle in rural areas. These trainings are independent but complementary from the ones organised by LAGs.

Case: Integrated advice provision in Scotland

In 2016 Scotland is setting up a new **Scottish Agricultural and Rural Advisory Service**, to be funded using M02. This integrated service makes access to advice faster and less complicated featuring:

- a national help desk and scheme for generic advice;
- one-to-one consultancy focusing on general environmental performance; and
- more specialist advice on topics such as environmental considerations, climate change mitigation and mentoring for new entrant young farmers.

Advisory service provision covers an extensive list of environmental and climate change-related services and also aligns very closely with the European Innovation Partnership network to promote innovation and entrepreneurship in Scotland.

Support under M02 is designed to contribute to all six rural development priorities and cross-cutting themes with the objective of promoting uptake of best practice and improving environmental, climate change and economic performance.

4. Contribution to Priorities and Focus Areas

The knowledge transfer (M01) and advisory (M02) Measures are considered to contribute to **all rural development priorities and cross-cutting objectives**. Above all, the Measures contribute to Priority 1 - Fostering knowledge transfer and innovation in agriculture, forestry and rural areas. Specifically, it contributes to focus area **1A - fostering innovation, cooperation, and the development of knowledge base in rural areas** and **1C - fostering lifelong learning and vocational training in the agricultural and forestry sectors**.

4.1 M01 contribution to Priorities 4 and 5⁷

Looking at the other Priorities, M01 is mostly expected to contribute to P2 – Competitiveness with the 43% of the public budget allocated to this priority.

P4 - Ecosystems management follows with the **30% of M01 budget**, while **P5 - Resource efficiency & climate** is allocated **9%**. The M01 budget allocated to P5 is mostly concentrated in FA 5D - Greenhouse gas & ammonia emissions.

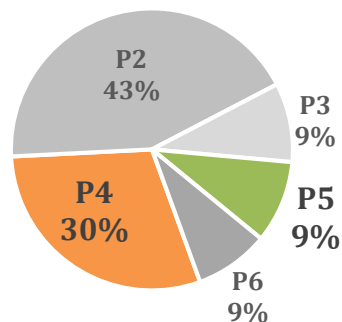


Figure 1 - M01 budget allocation across the Priorities

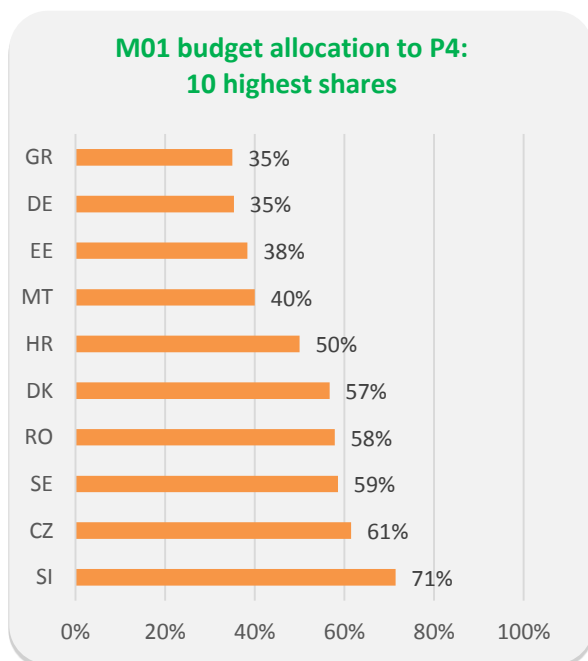


Figure 3 - M01 budget allocation to P4: 10 highest shares

26 MS planned M01 under P4 with an average M01 budget allocation to P4 of 30%. SI (71%), CZ (61%) and SE (59%) are the MS that mostly concentrate M01 support on P4. On the contrary PT (3%), FI (7%) and CY (8%) are the MSs allocating the smallest M02 budget share to P4.

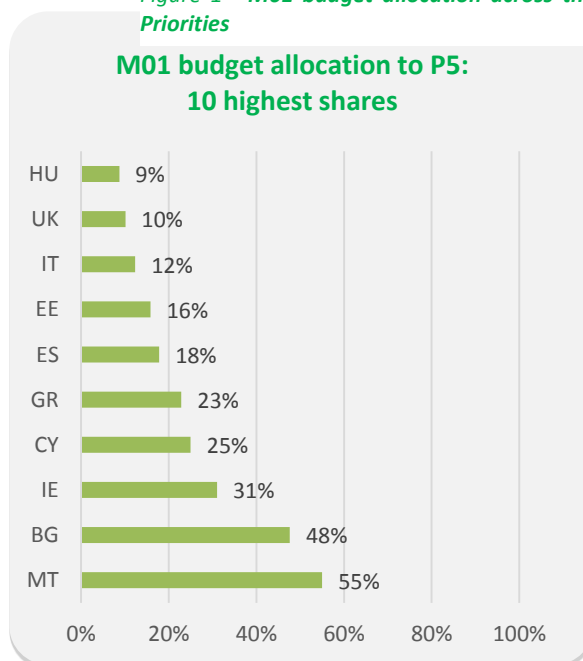


Figure 2 - M01 budget allocation to P5: 10 highest shares

20 MS planned M01 under P5. The average M02 budget allocation to P5 across these 16 MS is of 11%. MT (55%), BG (48%) and IE (31%) are the MS that mostly concentrate M02 support on P5. On the contrary CZ (1%), DE-Baden Wuttemberg (2%) and LT (3%) are the MS allocating the smallest M02 budget share to P5.

⁷ Data for regionalised RDPs is presented as the average M01 budget allocated to P4 and to P5 among the RDPs programming M01.

4.2 M02 contribution to Priorities 4 and 5⁸

M02 is also mostly expected to contribute to P2 with 42% of the public budget allocated to this priority.

P4 follows with the **33% of M02 budget**, while **P5** is at the fourth place with the **7%**.

The M02 budget allocated to P5 is almost equally distributed across the 5 FAs.

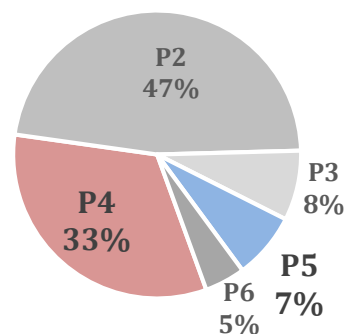


Figure 1 - M02 budget allocation across the Priorities

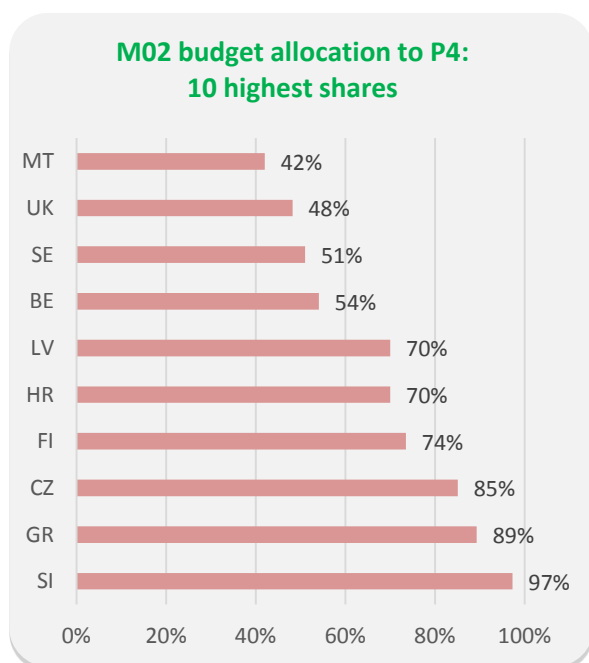


Figure 4 - M02 budget allocation to P4: 10 highest shares

23 MS planned M02 budget under P4. The average M02 budget allocation to P4 across these 23 MS is 40%. SI (97%), GR (89%) and CZ (85%) are the MS that mostly concentrate M02 support on P4. On the contrary LT (5%), BG (7%) and EE (8%) are the MS allocating the smallest M02 budget share to P4.

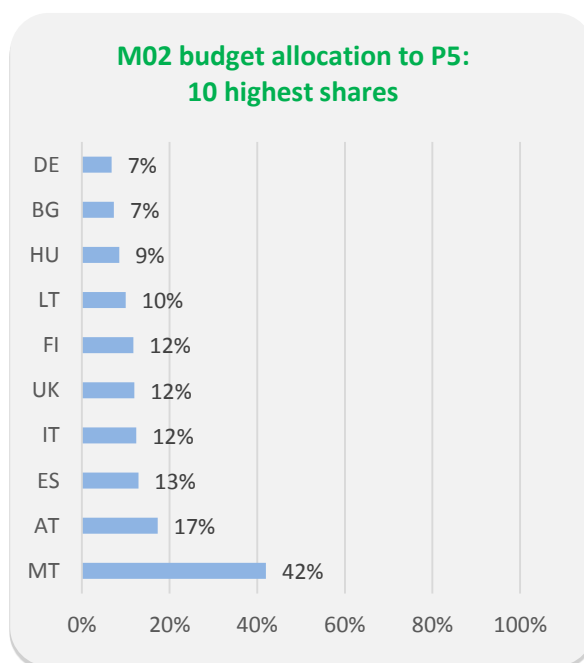


Figure 5 - M02 budget allocation to P5: 10 highest shares

16 MS planned M02 budget under P5. The average M02 budget allocation to P5 across these 16 MSs is 10%. MT (42%), AT (17%) and ES (13%) are the MS that mostly concentrate M02 support on P5. On the contrary SK (1%), FR (4.1%) and EE (4.4%) are the MS allocating the smallest M02 budget share to P5.

⁸ Data for regionalised RDPs is presented as the average M02 budget allocated to P4 and P5 among the RDPs programming M02.

5. Linkages to other Measures

Condition for access to funding The use of advice and training services is often required by some MS/regions prior to accessing environmental Measures such as M10 'Agri-environment-climate', M11 'Organic farming', M12 'Natura 2000 and WFD' and M04.4 non-productive investments.

The use of advisory services for example is compulsory in:

- Several MS, for agri-environment-climate beneficiaries (e.g. in FR, LU, IE, DE-Rheinland-Pfalz, ES-Andalucia, MT, UK-Northern Ireland, SK and SI).
- DE-Nordrhein-Westfalen, for the introduction of catch crops use, where it is eligible only in Water Framework Directive (WFD) sensitive areas.
- ES-Madrid, for steppe bird conservation schemes in Natura 2000 sites; and for sustainable use of grasslands in specific areas of the Natura 2000 network,
- FR-Guyane, for the operation on carbon sequestration increase in grassland through the cultivation of leguminous vegetables,
- IT-Umbria, for M10 - Agri-environment-climate beneficiaries, where from the second year of commitment beneficiaries have to update their competences, following at least 20 hours of training.

Case: General training for the implementation of the Agri-environment Agreements Scheme in UK-Northern Ireland

In UK-Northern Ireland, training under M01.1 funds the general training for the implementation of the Agri-environment Agreements Scheme, which provides specific training for participants in the scheme.

The scheme provides the knowledge and information required to understand the environmental commitments undertaken and the actions required for the successful implementation of the agreements.

Case: Obligatory training on environmental issues for participants in agri-environment-climate schemes in Ireland

In Ireland, beneficiaries of the M10 'Green Low Carbon Agri-Environment Scheme' must take part in obligatory training including:

- education about the consequences of agricultural pollution, about its avoidance and about its impact on climate change; and
- preservation of Natura 2000 sites, important bird habitats, wildlife habitats and so on.

Furthermore, beneficiaries of the M10 'Beef Data and Genomics Scheme' must participate in a two-hour training on the carbon navigator tool.

**Innovation
& research**

Some RDPs have linked their advice and training provision for environment and climate change to their **support for innovation and research** (e.g. under M16). For example, in DE-Sachsen and ES-Aragon, the support under M01 is combined with support under M16 (cooperation, EIP agricultural productivity and sustainability).

Case: Cooperation platform in ES-Aragon

ES-Aragon has created a cooperation platform between the Managing Authority and actors involved in training, advisory and technological/innovation transfer under M1, M2, and M16. This **platform advises the managing authority** and plays a strategic role in energising innovation and training under a cooperation framework.

6. Eligibility criteria and target groups

Eligible costs Eligible costs under **M01** are the **costs of organising and delivering the knowledge transfer or information action**. In the case of demonstration projects, support may also cover relevant investment costs. RDPs can also cover costs for travel and accommodation, per diem expenses of participants, as well as the cost of the replacement of farmers.

Eligible costs under **M02** are the costs of providing advice and of setting up **farm management, farm relief and farm advisory services**, as well as forestry advisory services, including the obligatory Farm Advisory Service, and costs of training of advisors. Costs of training of advisors are also covered.

Criteria on support applicants RDPs set eligibility conditions in accordance with the EU Rural Development Regulation⁹ establishing that **trainers need to demonstrate appropriate competency**, in the form of formal staff qualifications, appropriate experience and regular training. Beneficiaries should demonstrate experience and reliability with respect to the fields in which they advise (e.g. the **field of environment and climate mitigation**).

For example, in DE-Schleswig-Holstein, the RDP specifies that providers of advice under M2 must prove their skills in providing advice on climate, energy, grassland, animal welfare, environmental farming and integrated pest management in the application.

RDPs also set the principles for the selection criteria which will ensure that the best applicants are retained.

M01 target groups Among M01 target group the most relevant categories are:

- **Young farmers** for most RDPs (e.g. in Hungary, where M01 is linked to the short supply chain and young farmer thematic sub-programmes).
- **Organic farmers** (e.g. in DE- Mecklenburg-Vorpommern, DE-Niedersachsen/Bremen, DE-Schleswig-Holstein, DK, ES-Andalucia, ES-Castilla-Leon, FR-Basse Normandie, FR-Bourgogne, FR-Guadeloupe, FR-Guyane, FR-Haute Normandie, FR-Languedoc-Roussillon, FR-Limousin, FR-Lorraine, FR-Martinique, FR-Pays de la Loire, FR-Picardie, FR-Rhone-Alpes, HR, IT-Basilicata, IT-Sardegna, IT-Sicilia, SI).
- **EIP Operational Groups** (e.g. DE-Sachsen, ES-Aragon, and IT-Lombardia, where EIP Operational Groups have priority for demonstration activity and training projects on other kind of beneficiaries).

M02 target groups The target group for advice under M2 are defined as **farmers, young farmers, forest holders, other land managers and SMEs** in rural areas. According to the specific priorities, it is possible to include some **more specific categories**, such as actors from the goat and organic farming sectors in FR-Poitou-Charentes, and the livestock production sector in GR.

⁹ Reg. (EU) No 1305/2013 Art. 14

7. Financial aspects

Support rates

The **support rate under M1 ranges from 50% to 100%** in different RDPs.

Many RDPs, such as Austria, FR-Midi-Pyrenees and Greece provide 100% of eligible costs.

In DE-Baden-Württemberg, funding rates are 80 to 100% for those operations which cover environmental or climate change issues and 50% for other operations.

Some RDPs might give a **funding incentive to choose the environment and climate-related advice options**.

For example, in DE-Baden-Württemberg, funding rates are 80% to 100% for those modules that cover environmental or climate change issues, rather than 50% for other modules.

The **support rate for M02** ranges from 50% to 100% for different cost components up to the maximum rate set by the EU Rural Development Regulation¹⁰.

For example, in FR-Alsace, 100% of costs under M2.1 are eligible, whilst in DE-Niedersachsen, up to 100% of costs under M2.1 can be refunded.

In DE-Mecklenburg-Vorpommern, the support rate under M2.1 differs according to the type of advice provided: 90% for advice related to conservation of biodiversity and genetic resources, IPM and protein crops, 90% for advice on organic farming, 80% for climate and environment-related practices, water and soil protection, 70% for GAEC advice, 60% for advice related to reducing greenhouse gas emissions, energy efficiency and diversification, and 60% for animal welfare advice.

In Austria under M2.3, 100% of the costs for development of advisor training programmes are eligible, but only 50% of the costs of delivery of the advisor training.

¹⁰ See Section 1.