

## Guidance note D – Hierarchy of Objectives

This guidance note presents the hierarchy of objectives of the rural development regulation.

- This hierarchy lays out in a logical presentation the links between the overall objectives of the regulation and the measures which can be supported:

Objective -> Sub-objective -> Measure Objective -> Measure Activity

- The tables cover the three main objectives - competitiveness, environment, rural economy - as well as the Leader Axis and horizontal objectives -e.g. Lisbon and Göteborg. For each of the objectives the reference in the legal text is provided.
- The number in brackets refer to the recital clause, except where the full article reference is given.

## Hierarchy of Objectives - Rural Development Regulation and Community Strategic Guidelines

The five tables enclosed summarise the hierarchy of objectives of the rural development regulation.

This hierarchy lays out in a logical presentation the links between the overall objectives of the regulation and the measures which can be supported:

*Objective -> Sub-objective -> Measure Objective -> Measure Activity*

The tables cover the three main objectives - competitiveness, environment, rural economy - as well as the Leader Axis and horizontal objectives -e.g.

The number in brackets refer to the whereas clause, except where the full article reference is given

It should be noted that the presentation of the objectives is not always uniform in the legal text and may have required interpretation.

<b>Strategic Guidelines Objectives</b>	<ul style="list-style-type: none"> <li>- to further develop high quality and value added products that meet the diverse and growing demand of Europe's consumers and world markets (3.1)</li> <li>- to contribute to a strong and dynamic European agrifood sector by focusing on the priorities of knowledge transfer, modernisation, innovation and quality in the food chain and priority sectors for investments in physical and human capital (3.1)</li> <li>- to contribute to the priority areas of biodiversity, and preservation and development of high nature value farming and forestry systems and traditional agricultural landscapes, water, and</li> <li>- to contribute to the overarching priority of the creation of employment opportunities and conditions for growth(3.3)</li> <li>- to contribute to the horizontal priority of improving governance and mobilising the endogenous development potential of rural areas (3.4)</li> <li>- to ensure that synergies between axes are maximised and that potential contradictions are minimised (3.5)</li> <li>- to take into account EU level strategies (3.5)</li> <li>- to encourage synergy between structural, employment and rural development policies (3.6)</li> </ul>
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Objectives (art. 4)	Sub-objectives	Measure Objectives	Measures
<b>To improve the competitiveness of the agricultural and forestry sector by means of support for restructuring, development and innovation</b>	<i>To promote knowledge and improve human potential (art.20(a))</i>	-to ensure an appropriate level of technical and economic training and knowledge, including expertise in new IT to meet the requirements of the evolution of agriculture and forestry (15)	20 (a) (i) vocational training, information actions, including diffusion of scientific knowledge and innovative practises for persons engaged in the agricultural, food and forestry sectors
		- to facilitate the establishment of young farmers and structural adjustments of their holdings (16)	20 (a) (ii) setting up of young farmers
		- to achieve a significant structural change of transferred holdings (17)	20 (a) (iii) early retirement of farmers and farm workers
		- to improve the sustainable management of holdings (18)	20 (a) (iv) use by farmers and forest holders of advisory services
		- to help farmers and forest holders to adapt, improve and facilitate management and improve overall performance by further enhancing human potential (19)	20 (a) (v) setting up of farm management, farm relief and farm advisory services, as well as forestry advisory services
	<i>To restructure and develop physical potential and promote innovation (art.20(b))</i>	- to improve the economic performance of holdings through better use of production factors including the introduction of new technologies and innovation (21)	20 (b) (i) farm modernisation
		- to broaden the economic value of private forests and increase diversification of production and enhancing market opportunities, while maintaining sustainable management (22)	20 (b) (ii) improving the economic value of forests
		- to improve the processing and marketing of primary agricultural and forestry products through investment in improved efficiency, renewable energy, new technologies and new market opportunities (23)	20 (b) (iii) adding value to agricultural and forestry products
		- to take advantage of market opportunities through widespread innovative approaches in developing, new products, processes and technologies (24)	20 (b) (iv) cooperation for development of new products, processes and technologies in the agriculture and food sector
		- to improve infrastructure necessary to increase the competitiveness of agriculture and forestry (25)	20 (b) (v) improving and developing infrastructure related to the development and adaptation of agriculture and forestry
		- to restore agricultural production potential and introduce appropriate prevention measures contributing to competitiveness (25)	20 (b) (vi) restoring agricultural production potential damaged by natural disasters and introducing appropriate prevention actions
	<i>To improve the quality of agricultural production and products (art 20(c))</i>	- to promote a more rapid implementation by farmers of demanding standards based on Community legislation (27)	20 (c) (i) helping farmers to adapt to demanding standards based on community legislation
		- to encourage farmers to participate in schemes which provide assurances to consumers on the quality of products or production process (28)	20 (c) (ii) supporting farmers who participate in food quality schemes
		- to improve consumers' awareness of the existence of quality schemes supported under rural development programmes (29)	20 (c) (iii) supporting producer groups for information and promotion activities for products under food quality schemes
	<i>To facilitate transition in new member states (art.20(d))</i>	- to encourage semi-subsistence farms in the NMS to move into the market (30)	20 (d) (i) supporting semi-subsistence farms undergoing restructuring
		- to encourage the setting-up of producer groups in the NMS (30)	20 (d) (i) setting up of producer groups

Objectives (art. 4)	Sub-objectives	Measure Objectives	Measures
<p><b>To improve the environment and the countryside by means of support for land management</b></p>	<p><i>To increase sustainable management of agricultural land by encouraging farmers and forest holders to employ methods of land use compatible with the need to preserve the natural environment and landscape and protect and improve natural resources through the protection of biodiversity, Natura 2000 site management, the protection of water and soil, climate change mitigation including the reduction of greenhouse gas emissions, the reduction of ammonia emissions and the sustainable use of pesticides (31)</i></p>	<p>- to contribute in mountain areas with handicaps to the continued use of agricultural land thereby maintaining the countryside, as well as maintaining and promoting sustainable farming systems (33)</p>	<p>36 (a) (i) natural handicap payments to farmers in mountain areas</p>
		<p>- to contribute in other areas with handicaps to the continued use of agricultural land thereby maintaining the countryside, as well as maintaining and promoting sustainable farming systems (33)</p>	<p>36 (a) (ii) payments to farmers in areas with handicaps, other than mountain areas</p>
		<p>- to help farmers to address specific disadvantages resulting from the implementation of Council directives on the conservation of natural habitats and of wild fauna and flora and those in the field of water policy in river basin areas (34)</p>	<p>36 (a) (iii) Natura 2000 payments and payments linked to Directive 2000/60/EC</p>
		<p>- to respond to increasing demand for environmental services by encouraging farmers and other land managers to introduce or continue agricultural production methods compatible with the protection and improvement of the environment, the landscape, natural resources, the soil and genetic diversity beyond the relevant mandatory standards (35)</p>	<p>36 (a) (iv) agri-environment payments</p>
		<p>- to encourage farmers to adopt high standards of animal welfare which to beyond the relevant mandatory standards (36)</p>	<p>36 (a) (v) animal welfare payments</p>
		<p>- to support commitments undertaken under agri-environmental measures or other environmental objectives and enhance the public amenity value on-farm of Natura 2000 areas and other areas of high natural value (37)</p>	<p>36 (a) (vi) support for non-productive investments</p>
		<p>- to extend forest resources on agricultural land to contribute to the protection of the environment, the prevention of natural hazards and mitigate climate change (38)</p>	<p>36 (b) (i) first afforestation of agricultural land</p>
		<p>- to promote the combination of extensive agriculture and forestry systems, aimed at the production of high quality wood and other forest products (39)</p>	<p>36 (b) (ii) first establishment of agroforestry systems on agricultural land</p>
		<p>- to extend forest resources on non-agricultural land to contribute to the protection of the environment, the prevention of natural hazards and mitigate climate change (38)</p>	<p>36 (b) (iii) first afforestation of non-agricultural land</p>
		<p>- to help farmers to address specific disadvantages resulting from the implementation of Council directives on the conservation of natural habitats and of wild fauna and flora (40)</p>	<p>36 (b) (iv) Natura 2000 payments</p>
<p>- to respond to increasing demand for environmental services by encouraging forest holders to enhance biodiversity, preserve high value forest systems and reinforce the protective value of forests with respect to soil erosion, maintenance of water resources and water quality and to natural hazards beyond the relevant mandatory standards (41)</p>	<p>36 (b) (v) forest-environment payments</p>		
<p>- to restore forestry potential in forests damaged by natural disasters and fire and introduce preventive actions (42)</p>	<p>36 (b) (vi) restoring forestry potential and introducing prevention actions</p>		
<p>- to support commitments undertaken under forest-environmental measures or other environmental objectives and enhance the public amenity value of the areas concerned (43)</p>	<p>36 (b) (vii) support for non-productive investments</p>		
<p><b>LFA 2000-2006 (EC N° 1257/1999)</b></p>	<p><i>To contribute to the continued use of agricultural land, maintaining the countryside, maintenance and promotion of sustainable farming systems (24)</i></p>	<p>- to ensure continued agricultural land use and thereby contribute to the maintenance of a viable rural community, to maintain countryside and to maintain and promote sustainable farming systems which in particular take account of environmental protection requirements (13a)</p>	<p>- compensation for naturally less-favoured areas (13a)</p>

<b>Objectives (art. 4)</b>	<b>Sub-objectives</b>	<b>Measure Objectives</b>	<b>Measures</b>
<b>To improve quality of life in rural areas and encourage the diversification of economic activities</b>	<i>To diversify the rural economy (46)</i>	-to diversify farming activities towards non-agricultural activities, develop non-agricultural activities and promote employment (46)	52 (a) (i) diversification into non-agricultural activities 52 (a) (ii) support for the creation and development of micro-enterprises with a view to promoting entrepreneurship and developing the economic fabric 52 (a) (iii) encouragement of tourism activities
	<i>To improve the quality of life in rural areas (46)</i>	- to improve basic services, including local access to ICTs and carry out investment making rural areas more attractive in order to reverse trends towards economic and social decline and depopulation of the countryside (46)	52 (b) (i) basic services for the economy and rural population 52 (b) (ii) village renewal and development 52 (b) (iii) conservation and upgrading of the rural heritage
	<i>To reinforce territorial coherence and synergies (48)</i>	- to enhance human potential required for the diversification of the local economy and provision of local services (46)	52 (c) training and information for economic actors operating in the fields covered by axis 3
- to increase capacity for the implementation of local strategies (47)		52 (d) skills acquisition and animation with a view to preparing and implementing a local development strategy	
<b>Leader</b>	<i>- To implement the Leader approach in mainstream rural development programming (49)</i>	- to improve the competitiveness of the agricultural and forestry sector by means of support for restructuring, development and innovation	63 (a) (i)* implementing local development strategies with a view to achieving the objective of axis 1
		- to improve the environment and the countryside by means of support for land management	63 (a) (ii)* implementing local development strategies with a view to achieving the objective of axis 2
		- to improve quality of life in rural areas and encourage the diversification of economic activities	63 (a) (iii)* implementing local development strategies with a view to achieving the objective of axis 3
		- to promote cooperation and best practice	63 (b) implementing cooperation projects involving objectives selected under 63 (a)
		- to increase capacity for the implementation of LEADER	63 (c) running the local action group, acquiring skills and animating the territory as referred to in article 57 (studies, information, training of staff, promotional events and training of leaders).
<b>Technical Assistance</b>			66.2 technical assistance for programme preparation, management, monitoring, evaluation, information and control activities.
<b>Horizontal objectives</b>	<ul style="list-style-type: none"> <li>- to contribute to the achievement of economic and social cohesion policy objectives (1)</li> <li>- to integrate other major policy priorities as spelt out in the conclusions of the Lisbon and Göteborg European Councils for competitiveness (growth and employment) and sustainable</li> <li>- to take account of the particular nature of agricultural activity which results from the social structure and from structural and natural disparities between the various rural areas (2)</li> <li>- to strengthen the arrangements for partnership (4)</li> <li>- to encourage the elimination of disparities and the promotion of equality between women and men (7)</li> <li>- to take into account the diversity of situations ranging from remote rural areas suffering from depopulation and decline to peri-urban rural areas under increasing pressure from urban</li> </ul>		