

Executive Master

“Territorial Planning and Economic Development of Rural Areas”

Booklet of Didactic Material

Module 3 Rural Development Policies

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This booklet is prepared by Prof. Dr. Ferdi Brahushi and Prof. Assoc. Etleva Dashi, lecturers at Agricultural University of Tirana, in close collaboration and consultation with Prof. Dr. Reiner Doluschitz, evaluation expert and lecturer of the module “Rural development Policies” at the University of Hohenheim.

The module “Rural development Policies” is prepared in the framework of the Smart AL Project (Erasmus Plus), as part of the teaching modules for the implementation of the Master Program “European Innovations for a Sustainable Management of Albanian Territories, rural areas and agriculture: Instruments, policies, strategies”.

The content of this booklet can be used only by the partner institutions involved in the project, and in the meantime, it may serve as a reference for the teachers involved and the students that will be enrolled in the Master Program.

The importance of Albania and EU policy linkage. The importance of this convergence regarding: investment, access to market, marketing of products, agritourism, etc.

The objectives of this booklet will provide the reader with:

- The knowing of sustainable rural development concept, history and application.
- The structure elements and application of rural development policies in EU and in Albania.
- The evaluation and critical analysis of application of rural development policies.
- The impact assessment and future trend of rural development policies.

GENERAL INFORMATION

The module “Rural development policies” focuses on the public policy instruments, the identification of the policy answer to different issues that are related to rural and peri-urban areas. Rural development role is to improve aspects of the economic, environmental and social situation in rural areas. Rural regions cover 57% of the EU territory and 24% of the EU population. Together with intermediate regions they comprise 91% of the EU territory and 59% of the total EU population. Across the EU, the dimensions of the rural-urban territorial vary – from countries with an explicitly defined rural character to Member States that tend to be more urbanized.

The module is constructed in ten different parts with a special focus on different EU support on rural development. In the very first chapter an overview of Albanian legislation on rural development policies will be developed in order to parallelize with the main enforce of EU directives and regulations related to agriculture and rural development. In order to give a better picture on the rural development policies behind scenes of what we read in the websites, the development of the Common Agricultural Policy (CAP) will be discussed. A review of CAP in EU (CAP before 2007; CAP 2007-2013; CAP 2014- 2020), application and comparing of different measures related to agriculture, rural development and protection of environment, financing procedure, respective measurable indicators, advantages and disadvantages of applied measures, as well new CAP towards 2020. To further continue with the role of applied RDP in EU in the development of agriculture and rural area, improvement of environment and food security; further will be analyzed policy framework and applied priorities topics on agriculture and rural development within CAP. Becoming familiar with the concept of Cross Compliance (CC), measures, requirements and application rules, examples of applied measures: Good Agricultural and Environmental Conditions (GAECs) and Statutory Management Requirements (SMRs) is a very important factor in understanding the world of rural development.

Furthermore, a picture of applied measures of first pillar of the CAP related to Common Organization Market (CMO) of the agricultural products, CMO examples for fruit, vegetables and dairy sector, fishery sector, etc. Moreover, the measures under 2nd pillar of the CAP related to rural development as the introduction of competitiveness, environment, diversification and the quality of life, further will be analyzed priorities of rural development programs and application fields. As we have mentioned previously three main aspects of rural development policies are the economic, environmental and social situation in rural areas. Following this it is important to focus also in the measures within CAP related to protection of environment and assuring a sustainable rural development; additionally general information about LEADER program as application and requirements will be developed as parenthesis of following up modules. Involvement and role of institutional and administrative framework during application of RD measures, through stakeholders and beneficiaries in the application process. Further development on application requirements according to the RD

measures, legal and administrative criteria, administration of application procedure and relevant institutions. As well as invited professionals to share the experience on specific cases they have worked on.

1. Development indicators and Albanian Legislation and Relevant Institutions on Agriculture, Rural Development and Environment

In this topic the students will get a general information about the development indicators, in order to give them the first hints on development indicators. As well as information about main enforce EU directives and regulations related to agriculture and rural development, as well legislative Albanian framework and responsible institutions for rural development policy and implementation.

Subtopics

- 1.1. Development indicators
 - 1.1.1. Identification of development indicators
 - 1.1.2. Measure instruments in development
 - 1.1.3. Millennium development goals
 - 1.1.4. Sustainable goals 2030
- 1.2. EU Policy on Agriculture and Rural Development
 - 1.2.1. EU Institutions for developing and implementing RDP
 - 1.2.2. Overview of Albanian Policy on Agriculture and Rural Development
 - 1.2.3. Albanian legislation and relevant institution for developing and implementing RDP
 - 1.2.4. Conclusions

References

- Joseph E. Stiglitz, 2013. Some theoretical aspects of agricultural policies. Oxford Journals, Oxford University Press.
- OECD, 2007. Effective Targeting of Agricultural Policies: Best Practices for Policy Design and Implementation, OECD, Paris.
- European Commission 2019. Commission Staff Working Document. Albania 2019 Report, Brussels.
https://ec.europa.eu/agriculture/index_en
- INTER-SECTORAL RURAL DEVELOPMENT STRATEGY OF ALBANIA, ISRDSA 2007-2013, Prepared by the Ministry of Agriculture, Food and Consumer Protection (MAFCP) 2007.
- Council of Ministries (CoM), 2013. Albanian National Strategy for Development and Integration (NSDI), 2014-2020, June 2013. Tirana.

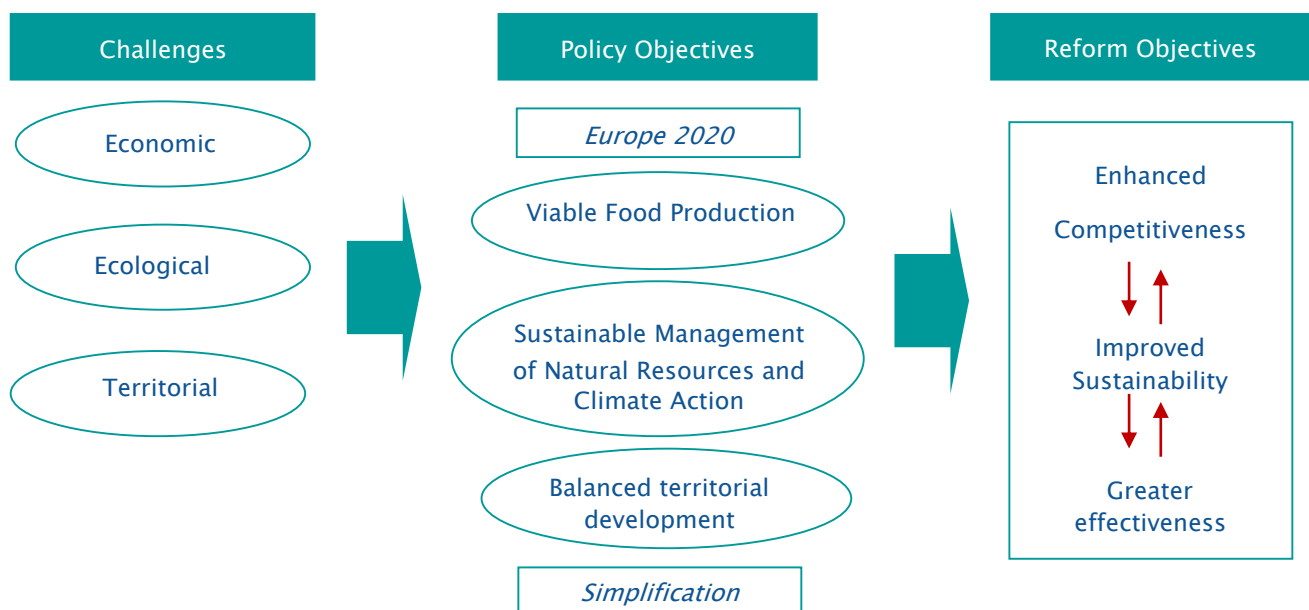
2. Chronology and Legal Framework of Common Agricultural Policy (CAP)

This topic aims to review Common Agricultural Policy (CAP) in EU (CAP before 2007; CAP 2007-2013; CAP 2014-2020), application and comparing of different measures related to agriculture, rural development and protection of environment, financing procedure, respective measurable indicators, advantages and disadvantages of applied measures, as well new CAP towards 2020.

Subtopics

- 2.1. CAP reforms overview, role and its objectives on RD
- 2.2. CAP before 2007
- 2.3. CAP 2007-2013
- 2.4. CAP towards 2020
- 2.5. Financing of the CAP
- 2.6. An overview of DOHA Round and Agriculture

General challenges of agriculture are mainly grouped as following: Food and nutrition, culture and landscape, biomass, competitiveness, rural areas, resources management, habitats and biodiversity, climate.



Answers by the Common Agricultural Policy (CAP)

Common Agricultural Policy before 2007

- Price subsidies until 1992
- Increasing problems (Over supply, budget overloads, market distortions, conflicts with market partners)
- Symptoms related solutions (Quota systems, land set-aside)
- Transfer to Direct Payments (MacSharry 1992)
- Decoupling (Fischler 2003)
- Direct Payments without Production Obligations
- Strengthening of Rural Development („2nd Pillar“; Modulation)
- Further development of Decoupling Strategy (Fischer Boel, „Health Check“ 2008)
- Perspectives beyond 2013: From decoupling towards targeting : green, fair, competitive

Pillar 1: Multi-purpose payments with seven components

- (1) Basic payment
 - (2) „Greening“ component (for provision of public goods not remunerated by the market)
 - (3) Additional payment for young farmers
 - (4) Redistributive payment (for the first hectares of farmland)
 - (5) Additional income support (specific natural constraints/less favoured areas)
 - (6) Coupled payments (linked to specific goods)
 - (7) Simplified system for small farmers (< 1.250 Euro).
- (1)– (3) compulsory; (4) – (7) optional

Direct payments goals (2013 reform) – Goals:

- Ensuring the long-term viability of farms
- Enhancing the sustainable management of natural resources
- Contributing to territorial development

Basic Payment Scheme (BPS)

- The BPS is a precondition for the farmers to receive
- Green Direct Payment
- Redistributive Payment
- Payment for areas with natural or other specific constrain
- Payment for young farmers
- To receive this payments, farmers/beneficiaries must meet the cross-compliance (CC) rules (EU 1306/2013)

References

European Commission, DG Agriculture and Rural Development. The CAP towards 2020 - Implementation of the new system of direct payments: http://ec.europa.eu/agriculture/direct-support/direct-payments/docs/implementation-ms-notifications-slides_en.pdf.

EU 1306/2013 - Regulation (EU) No 1306/2013 of the European Parliament and of the Council of 17 December 2013 on the financing, management and monitoring of the common agricultural policy. <http://eur-lex.europa.eu/legal-content/EN/ALL/?uri=celex%3A32013R1306>.

https://ec.europa.eu/info/food-farming-fisheries/key-policies/common-agricultural-policy_en.

European Commission. MEMO/13/621. CAP Reform – an explanation of the main elements.

The Common Agricultural Policy (CAP) and the treaty. Fact Sheets on the European Union – 2015:

<http://www.europarl.europa.eu/factsheets/en/sheet/103/the-common-agricultural-policy-cap-and-the-treaty>.

European Commission (EC), 2011. Common Agricultural Policy towards 2020, Assessment of Alternative Policy Options: https://ec.europa.eu/agriculture/policy-perspectives/impact-assessment/cap-towards-2020_en.

The DOHA Round https://www.wto.org/english/tratop_e/dda_e/dda_e.htm; and https://www.wto.org/english/thewto_e/whatis_e/tif_e/doha1_e.htm

3. Role of Rural Development Policy (RDP) within EU-CAP, the policy framework and priorities.

During this topic the students will get information about role of applied RDP in EU in the development of agriculture and rural area, improvement of environment and food security; further will be analyzed policy framework and applied priorities topics on agriculture and rural development within CAP.

Subtopics

- 3.1. Role and objectives of RDP in EU
- 3.2. EU policy framework on RD
- 3.3. Analysis of EU priorities topics and specific/respective measures on agriculture and rural development
- 3.4. Reflections on selected measures
- 3.5. Conclusions

The rural development objectives for the EU include:

- (1) fostering the competitiveness of agriculture;
- (2) ensuring the sustainable management of natural resources, and climate action;
- (3) achieving a balanced territorial development of rural economies and communities including the creation and maintenance of employment.

The EU policy framework supports rural areas to achieve the strategic objectives:

- (1) Promoting/encouraging the competitiveness of agriculture;

- (2) guaranteeing the sustainable management of natural resources, and climate action;
- (3) accomplishing a balanced territorial development of rural economies and communities, including the creation and maintenance of employment.

- **Analysis of EU priorities topics and specific/respective measures on agriculture and rural development**

Priorities	Fields of Application
1. Fostering knowledge transfer and innovation	(a) Promotion of innovation and knowledge bases in rural areas (b) Enforcement of the relation between agriculture, forestry and research, innovation (c) Lifelong learning and professional promotion in agricultural and forestry sectors
2. Enhancing competitiveness of all types of agriculture and farm viability	(a) Simplification of restructuring of farms with significant structural handicaps, particularly farms with low market participation, market oriented farms in specific sectors and farms with need for diversification (b) Simplification of intergenerational change in the agricultural sector
3. Promoting food chain organisation and risk management in agriculture	(a) Improved integration of primary production levels into agro-food supply chains by quality assurance, promotion of local markets and encouragement of producer groups (b) Support in the field of risk management
4. Restoring, preserving and enhancing ecosystems dependent on agriculture and forestry	(a) Restructuring, maintenance and improvement of biodiversity and European landscapes (b) Improvement of water management (c) Improvement of soil management
5. Promoting Resource efficiency and supporting the shift towards a low carbon and climate resilient economy in agriculture, food and forestry sectors	(a) Improvement of water use efficiency in agriculture (b) Improvement of energy use efficiency in agriculture and food processing industry (c) Simplification of the use of renewable energy resources, side products and waste (d) Reduction of greenhouse gas emissions from agriculture (e) Promotion of carbon sequestration in agriculture and forestry
6. Promoting social inclusions, poverty reduction and economic development in rural areas	(a) Simplification of diversification, encouragement of small startup enterprises (b) Promotion of local development in rural areas (c) Improved access, use and quality of ICT in rural areas

Note: Check the website for more detailed information on measures: [Priority & Focus Area Summaries | The European Network for Rural Development \(ENRD\) \(europa.eu\)](#)

References

https://ec.europa.eu/agriculture/rural-development-2014-2020_en.

https://enrd.ec.europa.eu/policy-in-action/policy-framework_en.

https://enrd.ec.europa.eu/policy-in-action/rural-development-legislation_en.

4. Cross Compliance (CC) measures within the CAP

In this topic the students will get familiar with concept of Cross Compliance (CC), measures, requirements and application rules, examples of applied measures: Good Agricultural and Environmental Conditions (GAECs) and Statutory Management Requirements (SMRs).

Subtopics:

- 4.1. What is cross-compliance? How can we get it operational?
- 4.2. Cross Compliance rules, measures and guidelines.
- 4.3. Rules to protect the environment, animal and plant health, animal welfare, etc.
- 4.4. Good agricultural and environmental conditions (GAECs), examples of application.
- 4.5. Statutory management requirements (SMRs), examples of application.
- 4.6. Conclusions.

The cross compliance is a set of rules that farmers must observe to receive direct payments and some other forms of supports. By rules it is covered: food safety; public, animal and plant health; animal welfare; climate, environment and protection the water resources; the condition in which the farm is maintained.

These rules are structured in two components:

- Good agricultural and environmental conditions (GAECs)

The standards are national rules based on minimum requirements laid down in Annex II of regulation 1306/2013. The standards are additional requirements for beneficiaries. The aim of these standards is the protection of the environment, especially water, soil and biodiversity.

Standard for the establishment of buffer strips along water courses (GAEC 1)_In Germany: the national regulation on the use of fertilizers applies, fertilizers can only be used in a certain distance to the water course.

Use of water for irrigation only with authorisation (GAEC 2)_ In Germany: the beneficiary has to prove that he has the authorisation to use the water for irrigation, if an authorisation is necessary according to national rules

Standard to protect groundwater from direct and indirect pollution (GAEC 3)_In Germany: requirements for the handling of certain dangerous substances, fertilizers, plant protection products and mineral oils to prevent pollution of the groundwater; requirements for the storage of manure on agricultural areas.

Standard for the protection of soil. Requirements for soil cover and to prevent erosion of the soil (GAEC 4 and 5) and for the maintenance of soil organic matter (GAEC 6)_In Germany: requirements for the green cover of ecological focus areas and other land lying fallow, requirements for agricultural areas in danger by erosion from wind or water (e.g. how and when to plough), ban on burning arable stubble.

For biodiversity. Requirements for the retention of landscape features like hedges, ponds, ditches, trees in line, in group or isolated, field margins and terraces (GAEC 7)_In Germany: prohibition of the removal of landscape features.

- Statutory management requirements (SMRs)

Rules to protect the environment: protection of water against pollution caused by nitrates from agricultural sources (SMR 1); and the conservation of wild birds and of natural habitats and of wild flora and fauna (SMR 2 and 3).

Rules to protect public, animal and plant health: general principles and requirements of food law (SMR 4), rules on the identification and registration of cows, pigs, sheep and goats (SMR 6, 7, 8), prohibition of the use of certain substances in stockfarming (SMR 5), rules for the prevention, control and eradication of certain transmissible spongiform encephalopathies (SMR 9), rules on the use of plant protection products (SMR 10).

Rules to protect animal welfare: for the protection of calves, pigs and other animals kept for farming purposes (SMR 11-13)

- The EU support may be reduced if the farmer fails to comply with the rules. This means, the reduction will be proportional to the extent, permanence, severity and repetition of the specified infringement.

References

Lauterbach-Hemmann R., Referat 616 BMEL. Cross compliance in the Common agricultural policy.

Council Regulation (EC) No 73/2009 of 19 January 2009, establishing common rules for direct support schemes for farmers under the common agricultural policy and establishing certain support schemes for farmers: <https://eur-lex.europa.eu/eli/reg/2009/73/oj>.

Regulation (EU) No 1306/2013 Of The European Parliament and of the Council of 17 December 2013 on the financing, management and monitoring of the common agricultural policy: <https://eur-lex.europa.eu/eli/reg/2013/1306/oj>.

SMR 1 Protection of water against pollution caused by nitrates (91/676/EEC); Introduction GAECs and SMRs. Penalties for breaches of Cross Compliance -

Verket j., 2011. Environmental Effects of Cross-Compliance, Editor Torben Söderberg; ISSN 1102-3007 • ISRN SJV-R-10/18-SE • RA11:5eng.

(91/676/ECC) Council Directive 91/676/EEC of 12 December 1991 concerning the protection of waters against pollution caused by nitrates from agricultural sources. <http://eur-lex.europa.eu/legal-content/en/ALL/?uri=CELEX:31991L0676> (retrieved on 19Jul16)

EC No 73/2009, Council Regulation (EC) No 73/2009 of 19 January 2009 establishing common rules for direct support schemes for farmers under the common agricultural policy and establishing certain support schemes for farmer. <http://eur-lex.europa.eu/legal-content/en/ALL/?uri=CELEX:32009R0073> (retrieved on 19Jul16)

Cross compliance - https://ec.europa.eu/info/food-farming-fisheries/key-policies/common-agricultural-policy/income-support/cross-compliance_en.

Cross compliance: guidance for 2015 - The guide to cross compliance in England 2015 - <https://www.gov.uk/government/publications/cross-compliance-guidance-for-2015>.

5. Market government and policy instruments

This topic will provide for students knowledge about applied measures of first pillar of the CAP related to Common Organization Market (CMO) of the agricultural products, CMO examples for fruit, vegetables and dairy sector, fishery sector, etc.

Subtopics:

- 5.1. CAP instrument and reform
- 5.2. First pillar of the CAP: CMO of the agricultural products
- 5.3. CMO for fruit and vegetables
- 5.4. CMO for milk and dairy products
- 5.5. Conclusions

The *Common Organisation of Markets* in agricultural products is one of a package of CAP reform. The COM provides a safety net to agricultural markets through the use of market support tools, which encourage cooperation through producer organisations and inter-branch organisations; draw up minimum quality requirements for a number of products (i.e: mktg standards)

The following are the measures as presented by Albert Masott (2020) from European Parliament. Regulations:

(1) the financing, management and monitoring of the CAP:

Financing, management and monitoring of the CAP- sets out rules covering the financing of expenditure under the CAP, including expenditure on rural development; the farm advisory system; the management and control systems to be put in place by EU countries; the cross-compliance system; clearance of accounts.

Funds financing the CAP is the European Agricultural Guarantee Fund (EAGF) — which mainly finances:

- direct payments to farmers (Regulation (EU) No 1307/2013); and
- agricultural market support measures (Regulation (EU) No 1308/2013).

As well as the European Agricultural Fund for Rural Development (EAFRD) — which co-finance national rural development programmes set up by EU countries under Regulation (EU) No 1305/2013, which supports other support activities:

- information and promotion measures for agricultural products; or
- preparatory, monitoring, administrative and technical support activities.

(2) direct payments to farmers:

Direct payments to farmers - compulsory support schemes:

standard per-hectare payments — to distribute support more fairly, all EU countries had to move towards a uniform payment per hectare from 2015 (a ‘basic payment scheme’);
green payments per hectare — to be granted to farmers for observing practices beneficial for the climate and environment (30% of national funding allocation);

young farmer per-hectare payment — for farmers no more than 40 years old, setting up for the first time as head of their farm, up to 5 years before claiming support; this payment is available for up to 5 years.

(3) supporting rural development;

The European Agricultural Fund for Rural Development (EAFRD) contributes to the development of rural areas and the agricultural sector: resilient, competitive and innovative; climate-friendly and environmentally balanced; socially inclusive;

The EU countries and regions may also address issues of particular importance in their area such as:

young farmers; small farms; mountain areas; women in rural areas; climate change mitigation, adaptation and biodiversity.

(4) determining measures on fixing certain aids and refunds

The market intervention can take the form of public intervention as well as other forms of intervention that do not use ex ante established price indications, the granting of aid for private storage as a market intervention measure (Regulation- EU, No 1308/2013), to ensure the proper functioning of the export refund system:

- For fruit and vegetables
- Dairy and milk products
- Sugar, beet,
- Wine, etc

References

First pillar of the CAP: I-Common organisation of the markets (CMO) in agricultural products:

<http://www.europarl.europa.eu/factsheets/en/sheet/108/first-pillar-of-the-cap-i-common-organisation-of-the-markets-cmo-in-agricultural>.

EU 1306/2013 - Regulation (EU) No 1306/2013 of the European Parliament and of the Council of 17 December 2013 on the financing, management and monitoring of the common agricultural policy. <http://eur-lex.europa.eu/legal-content/EN/ALL/?uri=celex%3A32013R1306>.

REGULATION (EU) 2016/791 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 11 May 2016 amending Regulations (EU) No 1308/2013 and (EU) No 1306/2013 as regards the aid scheme for the supply of fruit and vegetables, bananas and milk in educational establishments: <https://eur-lex.europa.eu/eli/reg/2016/791/oj>.

REGULATION (EU) No 261/2012 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 14 March 2012 amending Council Regulation (EC) No 1234/2007 as regards contractual relations in the milk and milk products sector: <https://eur-lex.europa.eu/eli/reg/2012/261/oj>.

6. Measures of 2nd pillar and priorities of RDP in EU.

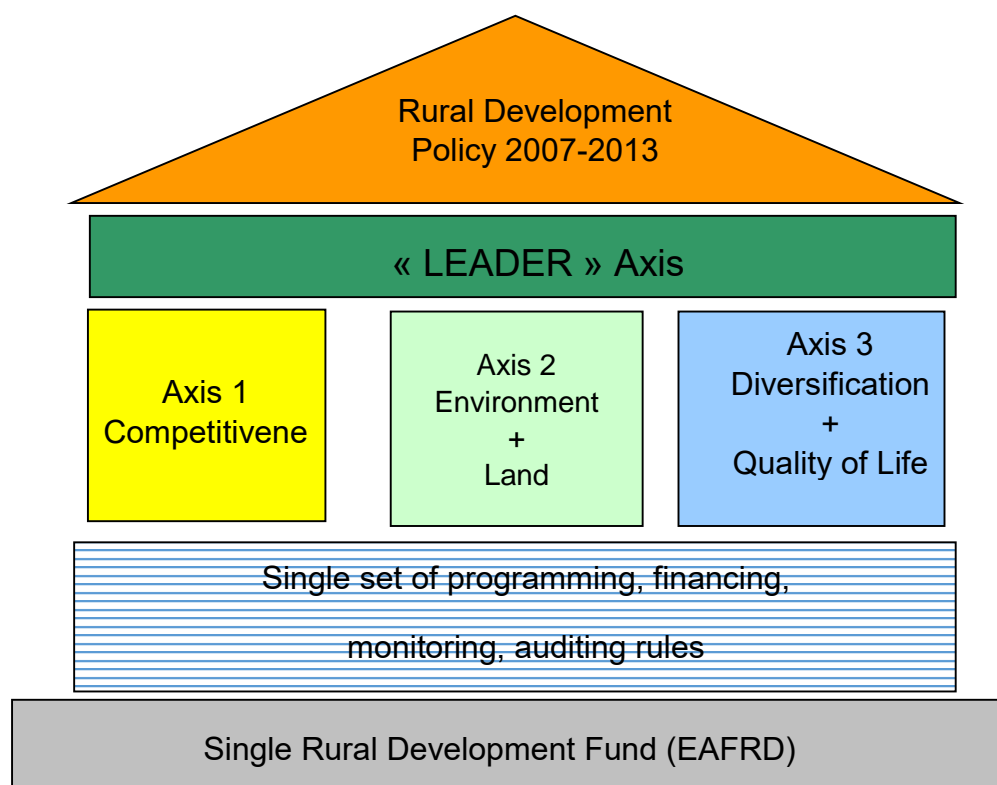
This topic will analyze the measures under 2nd pillar of the CAP related to rural development as the introduction of competitiveness, environment, diversification and the quality of life, further will be analyzed priorities of rural development programmes and application fields.

Subtopics:

- 6.1. Overview of 2nd pillar of the CAP priorities
- 6.2. Introduction of competitiveness
- 6.3. Agriculture and environment
- 6.4. Diversification and the quality of life
- 6.5. Priorities of Rural development programmes and fields of applications
- 6.6. Conclusions

Rural development policy (before 2013) main objectives are improving the competitiveness of the agricultural and forestry sectors; improving the environment and rural landscape; improving the quality of life in rural areas and encouraging diversification.

Priorities of rural development policy (2014-2020) are grouped as following: fostering agricultural competitiveness; ensuring sustainable management of natural resources and climate action; achieving balanced territorial development of rural economies and communities, including the creation and maintenance of employment.



References

https://ec.europa.eu/agriculture/rural-development-2014-2020_en.

<https://cohesiondata.ec.europa.eu/funds/eafrd>.

Rural Development Programmes 2014-2020: https://ec.europa.eu/agriculture/sites/agriculture/files/rural-development-2014-2020/country-files/common/rdp-list_en.pdf.

THE COMMON AGRICULTURAL POLICY: INVESTING IN RURAL EUROPE:

https://ec.europa.eu/agriculture/sites/agriculture/files/rural-development-2014-2020/country-files/common/rdp-factsheet_en.pdf.

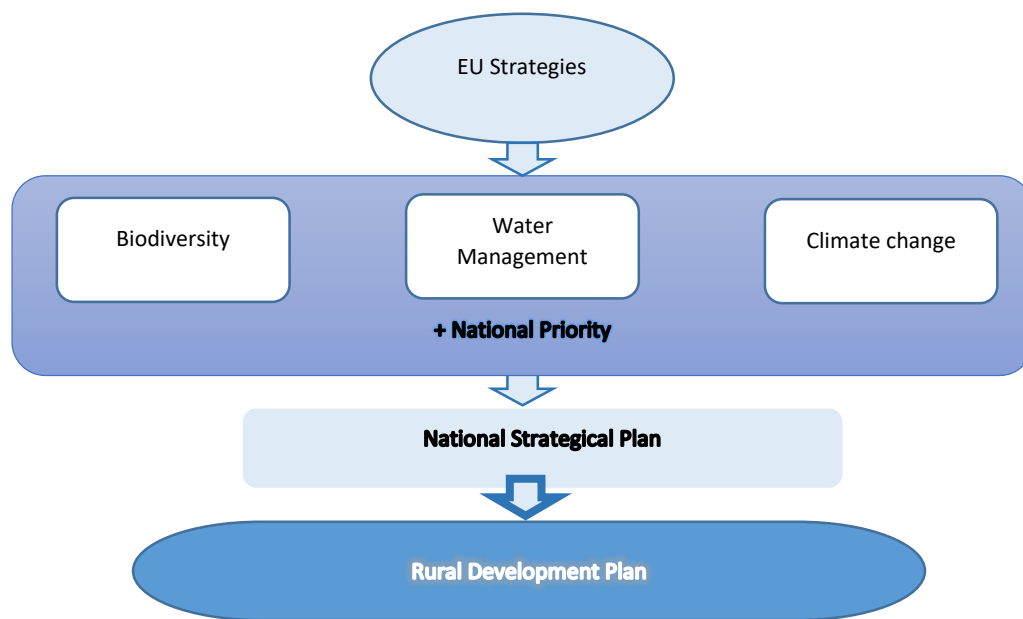
7. Agri-environment measures and sustainable rural development

During this topics the students will get knowledge about applied measures within CAP related to protection of environment and assuring a sustainable rural development; further offering basic information about LEADER programme as application and requirements.

Subtopics:

- 7.1. Overview of Agri-environment measures
- 7.2. Analysis and impact of Agri-environment measures on sustainable rural development
- 7.3. Reflection on selected Agri-environment measures
- 7.4. Overview of LEADER programme, application and requirements
- 7.5. Conclusions

The CAP aims to reach its environmental goals in a way that is socially and economically sustainable for farmers, rural communities, and the EU as a whole. The common agricultural policy (CAP) has three clear environmental goals: tackling climate change; protecting natural resources; enhancing biodiversity. The environmental measures in the CAP are cross-compliance, green direct payments, rural development.



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8. Institutional and administrative framework and requirements of RD measures

In this topic the students will be familiar with institutional and administrative framework during application of RD measures, involving and role of stakeholders and beneficiaries in the application process. Further, will get information about application requirements according to the RD measures,

legal and administrative criteria, administration of application procedure and relevant institutions. As well as invited professionals to share the experience on specific cases they have worked on.

Subtopics:

- 8.1. Overview of institutional and administrative framework on implementation of RD projects
- 8.2. Role of stakeholders and beneficiaries in the application process
- 8.3. Projects application requirements according to the RD measure
- 8.4. Legal and administrative criteria on project application
- 8.5. Administration of application procedure and relevant institutions
- 8.6. Conclusions

References

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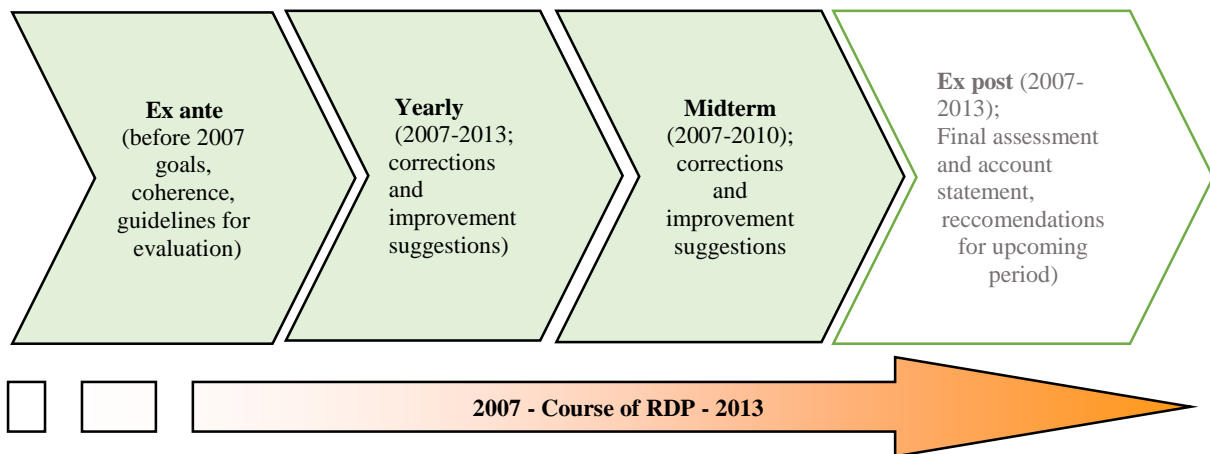
Regulation (EU) No 1306/2013 of The European Parliament and of The Council of 17 December 2013 on the financing, management and monitoring of the common agricultural policy: <https://eur-lex.europa.eu/eli/reg/2013/1306/oj>.

9. Monitoring and evaluation of rural development plan and measures, instruments of evaluation.

This topic will provide information about the evaluation process and criteria of RD measures, necessity of implementation of monitoring plan, instruments of evaluation (*Ex ante, socioeconomic, current/midterm and ex post evaluation*) and relevant institutions or units for evaluation and monitoring.

Subtopics:

- 9.1. Overview of evaluation process of RD projects, procedure, criteria and relevant institutions
- 9.2. Guidelines on the Evaluation of the Rural Development Programmes
- 9.3. Developing and implementation of monitoring plan of RD projects and relevant institutions
- 9.4. Instruments of evaluation (*Ex ante, socioeconomic, current/midterm and ex post evaluation*) and relevant institutions
- 9.5. Conclusions



The key role of ex-ante evaluation is to contribute to the development of an RDP which is in line with the needs of the MS and with EU wide priorities on the other hand. The ex-ante plays a practical role in relation to the delivery and future evaluation of the programme.

The ex-ante evaluation is intended to help ensure:

- that what is proposed in the programme makes sense, is logical and justified,
- that the proposed priorities, objectives, measures and allocations of resources are appropriate in order to respond to the needs identified through the needs assessment.

It should act as a check to see if the needs assessment is comprehensive and balanced, whether the objectives are in line with the needs identified, whether the strategy, activities and resource allocation proposed in the programme are likely to achieve its objectives and targets.

The ex-ante evaluation of the new programmes takes place during the later stages of the existing programmes. The evaluator is able to draw on the experience of the current programming period (e.g. through MTE) and the previous one (through ex post evaluation) to improve the design and implementation of the new programmes

The use of external experts brings not only an independent objective view to the process, but also contributes to specific expertise which can contribute to improving the final result. A good ex ante evaluation undertaken by a skilled and knowledgeable evaluator can contribute to more effective use of the funds available; increase the achievements of the programme, and save time and resources in programme implementation.

The mid term evaluation (MTE) measures to improve the quality of RDPs, and implementation, prepare for the ex-post evaluation and future ongoing evaluation activities. Based on Article 86 of Council Regulation 1698/2005, the MTE, shall examine the degree of utilization of resources, the effectiveness and efficiency of the programming of the EAFRD and socio-economic impact and its impact on the Community priorities.

References

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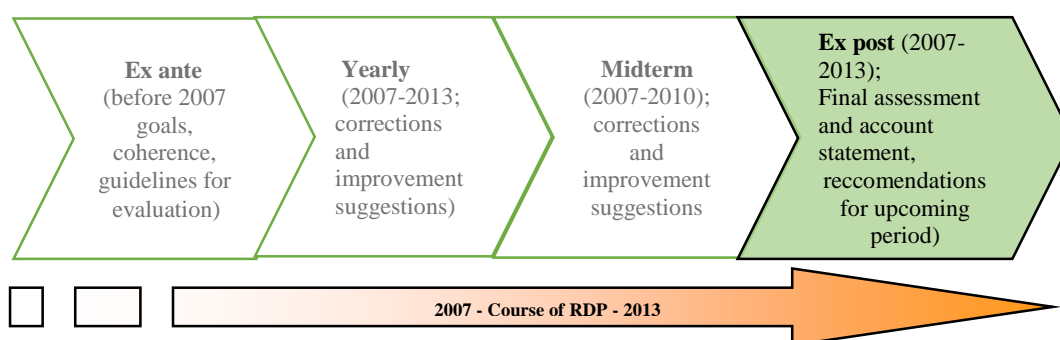
The website of ENRD: <http://enrd.ec.europa.eu/evaluation>.

10. Impact assessment of rural development measures.

In this topic will be analyzed impact assessment procedure, guidelines, legal framework, and impact indicators of different applied RD measures, finding and recommendations, relevant institutions or units for impact assessment and reporting.

Subtopics:

- 10.1. Overview of impact assessment of applied RD project
- 10.2. Guidelines of impact assessment and Impact indicators
- 10.3. Procedure of impact assessment and relevant institutions
- 10.4. Preparation of evaluation and reporting of RDP results
- 10.5. Demonstration of selected impact indication and respective data collection/sources
- 10.6. Relevant institutions for impact assessment and reporting
- 10.7. Conclusions



The policy impact evaluation examines changes in key indicators that have occurred since the implementation of a policy and the extent to which changes can be attributed to the policy.

The purpose is to demonstrate the impact of the policy, by measuring changes in short-term, intermediate and long-term outcomes, to determine whether changes in outcomes can be attributed to the policy, to compare relative impacts of policies with different components,

and identifying the relative cost-benefit or cost-effectiveness of a policy. The steps to be followed are:

- (1) Problem identification
- (2) Policy analysis
- (3) Strategy and Policy development
- (4) Policy enactment
- (5) Policy implementation
- (6) Content evaluation
- (7) Implementation evaluation
- (8) Impact evaluation

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Impact Indicators for the CAP Post 2013

Regulation (EU) No 1305/2013 Of The European Parliament and of The Council of 17 December 2013 on support for rural development by the European Agricultural Fund for Rural Development (EAFRD) and repealing Council Regulation (EC) No 1698/2005. Official Journal of the European Union, 2013.

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European Communities, 2009. Guidelines on the Mid-Term Evaluation of the Rural Development Programmes.

1. Description of the module - objectives, and procedures

1.1 OBJECTIVES OF THE MODULE

The main objective of this module is to provide theoretical and practical information on sustainable rural development policies in European Union (EU) and Albania.

The specific objectives of this module may be summarized as follows:

- ✓ The knowing of sustainable rural development concept, history and application.
- ✓ The structure elements and application of rural development policies in EU and in Albania.
- ✓ The evaluation and critical analysis of application of rural development policies.
- ✓ The impact assessment and future trend of rural development policies.

The importance of Albania and EU policy linkage.

Why is a convergence important regarding: investment, access to market, marketing of products, agritourism, etc.

1.2 DESCRIPTION OF THE MODULE

In this module the students will find information on the following issues (a short explanation for each topic that is going to be discussed):

I. History and role of rural development policies

Topic 1. EU and Albanian Legislation and Relevant Institutions on Agriculture, Rural Development and Environment.

Topic 2. Chronology and Framework of Common Agricultural Policy (CAP) in EU

Topic 3. Role and development of Rural Development Policy (RDP) within EU-CAP; the policy framework and priority.

Topic 4. Cross Compliance (CC) measures within the CAP.

Topic 5. Market government and policy instruments.

II. Policy measures, relevant Institutions and beneficiary on rural development policies

Topic 6. Measures of 2nd pillar and priorities of RDP in EU.

Topic 7. Agri-environmental measures and sustainable rural development.

III. Application procedure and project assessment on RDP

Topic 8. Institutional, administrative framework and requirements of RD measures.

Topic 9. Evaluation and monitoring of rural development plan and measures, instruments of evaluation.

Topic 10. Impact assessment of rural development measures.

1.3. PREREQUISITES

The prerequisites that are required to follow the module are:

- ✓ Basic knowledge on macroeconomics, rural development, policy analysis and EU and Albania institutions that are relevant to sustainable rural development.

1.4. STUDENTS OBLIGATIONS AND THE EVALUATION METHOD:

The student will be evaluated for the work he/she has provided during the whole semester and from a final exam as it is explained on the table below (based on the Educational Law in Albanian Republic:

Nb.	(the evaluation grid is only indicative, the pair of lecturers will decide of the final module evaluation grid)	Evaluation in %	Maximal amount
3	Group research work	%	50
4	Final exam (written)	%	50

1.5. REQUESTS TO THE STUDENT

A. Instrumental skills

B. Systemic skills

1.6. EVALUATION OF LEARNING (calculation of ECTS) _ TO BE ADJUSTED

Nb.	Learning elements	Work (hours)
I	<i>Learning elements (in the institution)</i>	
	Theoretical class	30
	Practical class	15

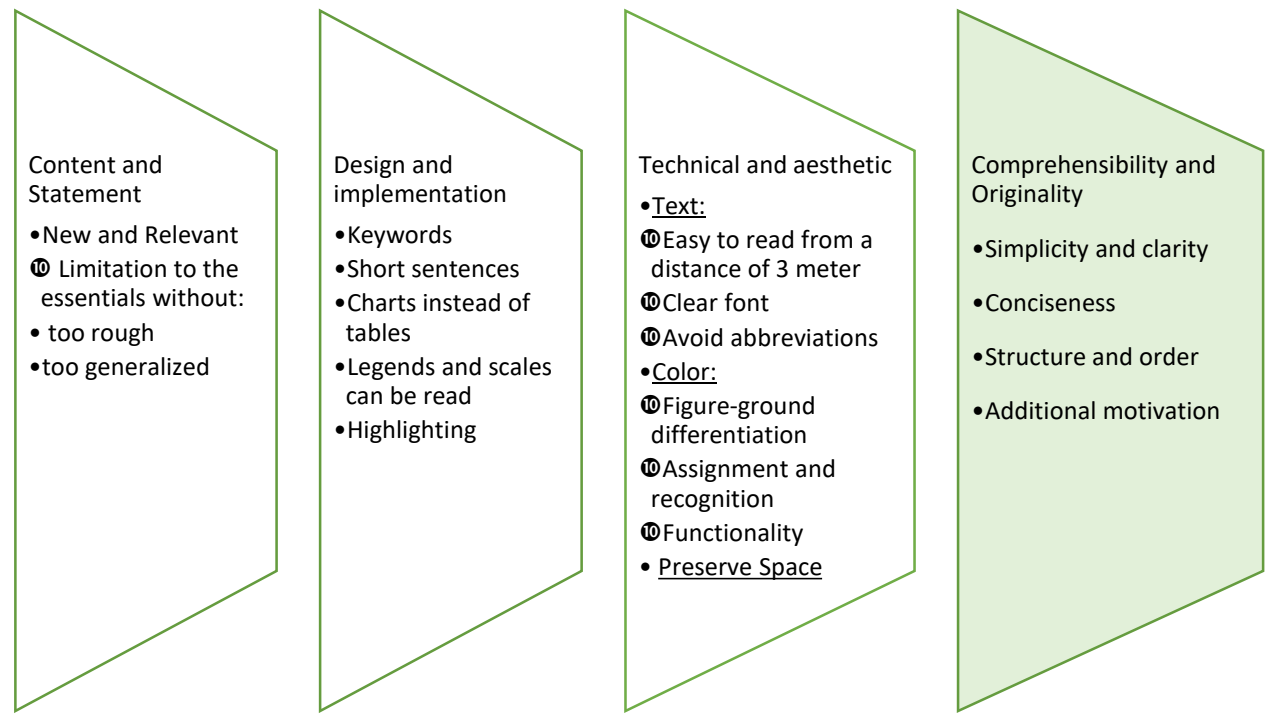
	Individual/ team research project	20
	Midterm exams	10
	Total I	75
II	<i>Individual work from the student</i>	
1	Individual work	70
2	Preparation for the exams	5
	Total II	75
	Total (I+II)	150/250
	Numbers of ECTS	6/10

2. Individual research project – check the separate document of the scientific poster

- **The design of a scientific Poster** (Poster 50% = 50 points):

The reader wants: More to see than to read. The design of the poster consists on the following:

- Content and Statements
- Design and Implementation
- Technical and aesthetic
- Comprehensibility and originality



Poster evaluation is made on the following criteria:

- Bullet points
- Problem statement and objectives
- Presentation of results / interpretation
- Conclusion
- Literature used / resources
- Author information (names and email addresses)
- Appearance
- Balance between text and illustration
- Font size
- Structure and flow

MASTER European Innovations for a Sustainable Management of Albanian Territories, Rural Areas and Agriculture: Instruments, policies, strategies

Scientific Poster

Using as a guidance for Rural Development Policy Module

withing SMARTAL Project

Prof. Dr. Reiner Doluschitz

M.Sc. Olta Sokoli*

*Adapted into English from the original version of Volker Hoffmann, Simone Helmle

Scientific poster¹

Volker Hoffmann, Simone Helmle²

1. What does a scientific poster stand for?

Who does not know this? Scientific meetings - the poster exhibition. Without having counted exactly and without evaluating scientific posters collectively, posters in these exhibitions are often heavy fare for the viewer. Not infrequently, they appear lovelessly produced and not very attractive, often only the abstract is pulled apart in a flat manner and enriched with an illustration or table.

Posters are usually DIN A0-sized presentations that present a clearly outlined topic and are intended to speak for themselves without additional explanation. Posters are becoming increasingly important as a means of communication. On the one hand in the form of the scientific poster for conferences, meetings and symposia, on the other hand also as a means of public relations at open days and public events.

We assume that the viewers of a poster want to see a lot and read little (cf. HAMMARLING et al. 2008). Indeed, if the poster succeeds in being visually appealing and comprehensible, a broader professional audience can be reached than with a presentation in one of the many working groups at the same conference. Poster contributions are wrongly regarded as downgraded lectures.

With this contribution we would like to give practical hints for the design of scientific posters. These hints are backed up by relatively generally valid quality criteria. The aim is for scientific posters to

¹ Zitieren mit: HOFFMANN, V.; HELMLE, S. (2011): Gestaltung von wissenschaftlichen Postern. In: https://www.uni-hohenheim.de/fileadmin/einrichtungen/430a/Poster/poster-dt-artikel_14-09-2011.pdf, download am TT.MM.JJJJ. Der Beitrag ist eine überarbeitete Fassung von HOFFMANN, V. (2004): Gestaltung und Bewertung von wissenschaftlichen Postern. In: Deutscher Fachjournalisten-Verband (Hrsg.): Fachjournalismus. Expertenwissen professionell vermitteln. UVK Verlagsgesellschaft mbH, Konstanz: 153-157, und HOFFMANN, V.; HELMLE, S. (2009): Hinweise zur Gestaltung von wissenschaftlichen Postern. In: Gerber, A.; Hoffmann, V.; Thomas, A. (Hrsg.): Transdisziplinäre Umweltforschung. Methodenhandbuch. Ökom-Verlag, München, Kapitel D13, S.246-251.

² Prof. Dr. Volker Hoffmann, Dr. Simone Helmle, Universität Hohenheim (430a), Fachgebiet Landwirtschaftliche Kommunikations- und Beratungslehre, 70593 Stuttgart, Email: i430a@uni-hohenheim.de

emerge from their shadowy existence and to exploit the full potential of their own genre of scientific communication.

In principle, the same quality criteria apply to the comprehensibility and originality of a poster as to texts:

1. content, statement
2. implementation, design
3. technique, aesthetics
4. comprehensibility and originality

(LANGER ET AL. 1974 u. 2002, SCHULZ VON THUN 1981:140f.). With the scientific poster, in particular with contents and statement still additional requirements become effective, which go beyond that, which one expects otherwise from posters or poster-similar representations.

2.1. Content and message

A scientific poster cannot be considered like an advertising or event poster. The quality of the content of the statement must be judged as with any scientific paper. If you have nothing relevant and new to say, you had better keep silent. That relevance and novelty are given is first promised by the title and is to be redeemed by the further statements in the poster. The art consists in shortening, in the restriction to the essential and for the statement absolutely necessary, without coarsening too much or generalizing inadmissibly.

A poster should also offer the usual sequence of thoughts of a scientific paper: Problem (importance, delimitation of the selected problem), Objective (What are the goals of the investigation, the research project? What questions should be answered?), methodology (What is the procedure for achieving the goal?), results (What was found and what does this mean for the problem/objective?) and conclusions (Significance of the results for the problem context, possible consequences for practice and for further research?). But of course, the presentation is not simply done by the enlarged written summary of the work, not as text, but just as a poster. The questions: What are the most important contents and statements? What makes the contents and statements explosive and exciting? Are the contents and statements new and relevant?

It is helpful to answer these questions as concisely and succinctly as possible and to use the answers as the basic text.

2.2. Implementation and design

The viewer of a poster wants to see as much as possible and read as little as possible. Visualization, the pictorial design of statements, is in demand. Now, occasionally there are very abstract topics that hardly allow for visualization, and in this case even the critic has no choice but to show understanding mercy, as long as criteria 1 and 3 are met. Nevertheless, instead of using continuous text: work with key terms, short sentences and highlighting.

If, for example, a table is shown, the question arises as to whether this could not have been converted into a diagram. When writing about special objects or about a physical experimental set-up, it is easy to miss a photo or a drawing.

Color and images draw the eye, so care should be taken to emphasize the essentials and not just something minor - just because it can be made so beautifully pictorial. The scientific statement must not be lost in the visualization, no, it should be conveyed as comprehensibly and impressively as possible via the visualization. We recommend the use of: Diagrams with legible legends and scales
Photos and drawings that emphasize the essentials.

2.3. Technique and aesthetics

Text must still be legible to the naked eye from a distance of two to three meters. This also applies to images and diagrams - numbers and text in diagrams are of course also part of this. This is facilitated by clear fonts. Fonts without "serifs", possibly in bold (e.g. "Arial" or "Tahoma"), are usually easier to read and therefore even easier to decipher in a smaller font size than serif fonts (e.g. "Times New Roman" or "Courier"). Abbreviations should be avoided or require a legend. Long bibliographies do not belong on posters.

Color is an essential design element in posters. Black on a white background is probably the most unimaginative. Thanks to the possibilities of digital image processing, graphics programs and the easier availability of a color printer and color plotter, we can show our colors nowadays. So we are faced with the task of having to choose from a wide variety of colors and combine colors. Color differentiation of figure and background is one of the most powerful design elements, this should not be lightly dismissed out of hand. A pleasant, soothing background - for example, light blue, light ocher, brown-orange, cognac - allows the statement fields to stand out with contrasting or complementary colors. Our example poster (Figure 1), which is without color is printed, works with blue tones in the background. The text boxes are corn yellow with blue and black lettering, highlights on a light blue background are in red lettering, highlights on a medium blue background are in a fresh, spring green.

It's one of countless possibilities. Instead of the authors' color preferences, however, the effect on viewers should be the primary consideration. You can find our colored version at <https://www.uni-hohenheim.de/i430a/index2.html>.

In diagrams, color is almost always more catchy than monochromatic differentiation, such as hatching. Colors can therefore perform important organizing functions. Same shape and color of fields should refer to same meanings. Different meanings and functions should also be reflected in different colors and shapes. Functionality is more important here than technical perfection. Those who do not have the necessary electronic equipment at hand need not be afraid of brushes, paint pots, felt-tip pens, colored paper and scissors. Handwriting and hand coloring are by no means "out". There is also colored paper with which you can feed the copier and from which you can cut out elements to paste or glue them.

It is important to divide the surface and even to transfer it into the illusion of the 3rd dimension in perspective, and to preserve the open space. Open space is one of the most important assets to defend in the poster. Open space demonstrates how much the content is concentrated. Dividing the space means that it is not paved over. Sequence, rhythm and dynamics, these are elements that ultimately determine the aesthetic impression. If the order and symmetry is interrupted, then the impression of rhythm and movement is created.

The aesthetic impression is at the service of the statement and the aesthetic directs the view: to the essential (cf. SCHNELLE-CÖLLN 1983 u. 1993). A poster that is appealing, stimulating and not too harmoniously designed attracts the viewer and invites him to linger.

2.4. Comprehensibility and originality

If you take to heart what has been explained and recommended so far, you should actually be able to produce an understandable and original poster. With talent and enough practice, because in the end it is an art, just like writing a really understandable text, which is characterized by simplicity and clarity, brevity and conciseness, structure and order and by additional stimulation. This is just as true for posters!

Originality means being creative with the individual elements of the design. There is no "best way"; many roads lead to Rome. Therefore, there is also no uniform assessment scheme, neither a checklist nor even a points catalog with weighting factors. You can neither measure nor calculate where design quality is concerned. The whole is more than the sum of its parts.

3. Third test: Poster ready?

If you think your poster is finished and correct, then you should have time to sleep on it again and look at your work critically with some distance to the creation. Do you have a snazzy main title and meaningful subtitle? Are the authors' names visibly below the title and is there a legible contact address at the bottom? Are the quality criteria of this guide sufficiently observed? If you are fully satisfied yourself, show it to a few other people, both specialists and non-specialists, and carefully observe their reactions when looking at it. Have these viewers read the poster aloud and summarize it to you. This will tell you whether you have succeeded in having your most important messages received by the recipients without further verbal explanation. Talk to viewers about their impressions and don't defend yourself if you don't feel understood. The proof of the pudding is in the eating, and you'll probably be surprised at the new ideas that emerge in conversation.

4. Vertical compatibility

Poster design is worthwhile, even for other forms of presentation. Once you have it in your computer, you can of course make it smaller, copy out elements of text or graphics and use them in articles, books, data presentations. For black and white presentation, you can replace colors in graphics with hatching. And it is much easier to transform the short and concise poster text into a full report than the other way around.

5. Conclusion

Ultimately, the key is to balance content and presentation. High attention should be paid to design and aesthetics, as these are perceived first! The content may be new and relevant, but it will only be conveyed if the poster attracts the viewers' attention and if the viewers manage to grasp the content quickly. The emphasis on aesthetics gives posters a special touch in the often very factual, sober world of science. But research also involves the Communicate - whether verbally in a lecture or visually with a poster. Successful communication is an art. After that, it is important not only to follow the craft tips in this article, but to use them to create a composition in such a way that the perception of the poster becomes a piece of *joie de vivre*. Aesthetics is an indispensable part of human *joie de vivre*, also for scientists and also at scientific meetings.

6. References

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- Example of an empty poster

	Smart AL http://smartal.uet.edu.al/		UNIVERSITY OF HOHENHEIM			Co-funded by the Erasmus+ Programme of the European Union
TITLE						
Name Surname, Name Surname						
INTRODUCTION						
Why this topic.....very short						
OBJECTIVES:						
Research question:						
METHODOLOGY						
Methodos used, secondary data through internet researching, local publications from governmental institutions such as						
RESULTS						
USE DIAGRAMS; CHARTS; PICTURES;						
INTERPRETATIONS						
RECOMMANDATIONS						
CONCLUSIONS						
References:						Contact information: