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From:	Secretary-General of the European Commission, signed by Mr Jordi AYET PUIGARNAU, Director
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To:	Mr Uwe CORSEPIUS, Secretary-General of the Council of the European Union

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Delegations will find attached document [SWD\(2013\) 338 final](#).

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Brussels, 20.9.2013  
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**COMMISSION STAFF WORKING DOCUMENT**  
*Accompanying the document*

**REPORT FROM THE COMMISSION TO THE EUROPEAN PARLIAMENT AND  
THE COUNCIL**

**on the implementation of Council Regulation (EC) No 814/2000 on information  
measures relating to the common agricultural policy**

{COM(2013) 645 final}

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**ANNEX 1 - GRANTS**  
**TABLE 1 – NUMBER OF APPLICATIONS RECEIVED AND AWARDED BY MEMBER STATE**

Country	2011			2012			Total 2011-2012			
	Applications	Awarded	Not awarded or cancelled	Applications	Awarded	Not awarded or cancelled	Applications	Awarded	% Awarded	Not awarded or cancelled
AT	2	0	2	1	0	1	3	0	0,00	3
BE	7	4	3	6	0	6	13	4	30,77	9
BU	12	6	6	6	2	4	18	8	44,44	10
CY	1	0	1	1	1	0	2	1	50,00	1
CZ	1	0	1	0	0	0	1	0	0,00	1
DK	0	0	0	0	0	0	0	0	0,00	0
ET	1	1	0	0	0	0	1	1	100,00	0
FI	0	0	0	0	0	0	0	0	0,00	0
FR	14	4	10	8	2	6	22	6	27,27	16
LU	0	0	0	0	0	0	0	0	0,00	0
DE	7	2	5	2	1	1	9	3	33,33	6
EL	10	1	9	3	0	3	13	1	7,69	12
HU	3	2	1	1	0	1	4	2	50,00	2
IE	2	0	2	1	0	1	3	0	0,00	3
IT	50	13	37	20	0	20	70	13	18,57	57
LV	4	1	3	0	0	0	4	1	25,00	3
LT	0	0	0	0	0	0	0	0	0,00	0
MT	5	1	4	1	0	1	6	1	16,67	5
NL	2	1	1	3	0	3	5	1	20,00	4
PL	5	1	4	4	1	3	9	2	22,22	7
PT	1	0	1	2	0	2	3	0	0,00	3
RO	8	3	5	5	0	5	13	3	23,08	10
SK	3	0	3	2	0	2	5	0	0,00	5
SL	3	0	3	3	2	1	6	2	33,33	4
ES	22	4	18	17	2	15	39	6	15,38	33
SV	0	0	0	1	0	1	1	0	0,00	1
UK	0	0	0	1	0	1	1	0	0,00	1
Others	1	0	1				1	0	0,00	1
<b>Total</b>	<b>164</b>	<b>44</b>	<b>120</b>	<b>88</b>	<b>11</b>	<b>77</b>	<b>251</b>	<b>55</b>	<b>21,91</b>	<b>196</b>

**ANNEX II - FINANCIAL IMPLICATIONS 2011-2012**

**TABLE II. 1**

**INFORMATION ON THE CAP - FINANCIAL IMPLICATIONS OF THE ACTIVITIES  
IMPLEMENTED AT THE INITIATIVE  
OF THE COMMISSION IN 2011**

<b>Date</b>	<b>Place</b>	<b>Nature of activity</b>	<b>Commitments (in EUR)</b>
		<b><u>FAIRS</u></b>	
		DG AGRI stand: design and production, including rental of a space and organisation of events	
4-8.05.2011	Romania (Cluj)	<b>AGRARIA International Trade Fair for Agriculture</b>	229.047
1-3.07.2011	Finland (Pori)	<b>FARMARI Agricultural exhibition</b>	147.943
7.05.2011	Belgium (Brussels)	<b>Commission "Open day" Berlaymont</b>	8.127
23-26.09.2011	Poland (Bednary)	<b>International Agricultural Exhibition AGRO SHOW</b>	109.793
20-29.01.2012	Germany (Berlin)	<b>Internationale Grüne Woche</b>	343.788
25.02-04.03.2012	France (Paris)	<b>Salon International de l'Agriculture Paris</b>	346.937
		<b><u>Total</u></b>	<b><u>1.185.635</u></b>
		<b><u>CONFERENCES/SEMINARS</u></b>	
2011-2012		<b>Organisation of 5 conferences</b>	401.839
23.5.2011	Belgium (Brussels)	- Joint conference with EESC on CAP Reform	
29.11.2011	Poland (Warsaw)	- Conference "Promotion of the European agriculture – a new approach"	

<b>Date</b>	<b>Place</b>	<b>Nature of activity</b>	<b>Commitments (in EUR)</b>
19.12.2011	Belgium (Brussels)	- CAP through analytical lenses	
7.3.2012	Belgium (Brussels)	- Enhancing innovation and the delivery of research in European agriculture	
20.4.2012	Belgium (Brussels)	- Local agriculture and short food supply chains	
		<b><u>Total</u></b>	<b><u>401.839</u></b>
		<b><u>COMMUNICATION CAMPAIGNS</u></b>	
2011		<b>Media campaign</b> to restore public confidence in Fruit &Vegetables after E-coli crisis	601.785
2011		<b>CAP@50 campaign</b> (website, launching event, video productions, publications, etc.)	1.132.157
		<b><u>Total</u></b>	<b><u>1.733.942</u></b>
		<b><u>SURVEYS</u></b>	
2011		<b>Stakeholders mapping</b>	90.060
2011		<b>Eurobarometer</b> Quantitative survey on some key elements of CAP reform, including the issue of transparency.	126.437
		<b><u>Total</u></b>	<b><u>216.497</u></b>
		<b><u>MEDIA EVENTS</u></b>	
2011		11 Press trips/meetings	305.065
2011		Annual network event	159.000
2011		Meetings with TV NET's journalists and cooperation with print media	79.629
2011		E platform for agri press	67.688
		<b><u>Total</u></b>	<b><u>611.382</u></b>

<b>Date</b>	<b>Place</b>	<b>Nature of activity</b>	<b>Commitments (in EUR)</b>
		<b><u>PUBLICATIONS</u></b>	
2011-2012		<b>Distribution and storage</b>	55.000
2011		<b>Brochures</b> - The new CAP explained	18.054
2011		<b>Leaflets</b>	17.931
2011		<b>Reprints</b>	59.280
2011		<b>Reports</b> - Statistics Agriculture (2010) - Statistics Rural Development (2010)	26.111
2011		<b>Promotional materials</b>	45.879
2011		Others – Acquisition of photos	1.999
		<b><u>Total</u></b>	<b><u>224.254</u></b>
		<b><u>WEB AND AUDIOVISUAL</u></b>	
2011		<b>Clip on CAP reform</b>	68.472
2011		<b>Website maintenance</b>	12.150
		<b><u>Total</u></b>	<b><u>80.622</u></b>
		<b><u>NETWORKING</u></b>	
2011		Networking meetings	25.892
		<b><u>Total</u></b>	<b><u>25.892</u></b>
		<b><u>TOTAL</u></b>	<b><u>4.480.063</u></b>

**TABLE II.2**

**INFORMATION ON THE CAP - FINANCIAL IMPLICATIONS OF THE ACTIVITIES  
IMPLEMENTED AT THE INITIATIVE**

**OF THE COMMISSION IN 2012**

<b>Date</b>	<b>Place</b>	<b>Nature of activity</b>	<b>Commitments (in EUR)</b>
		<b><u>FAIRS and EVENTS</u></b>	
		DG AGRI stand: design and production, including rental of a space and organisation of events	
2012	20 Member States*	<b>CAP@50<sup>th</sup> itinerant exhibition</b>	1.766.401
5-8.09.2012	Latvia	<b>Riga Food Fair</b>	146.608
18-27.01.2013	Germany	<b>Internationale Grüne Woche, Berlin</b>	282.497
23.02- 03.03.2013	France	<b>Salon International de l'Agriculture Paris</b>	335.000
16.09.2012	Belgium	<b>Bruxelles Champêtre</b>	244.375
12.05.2012	Belgium	<b>Joint events (Europe day, 20 kms of Brussels)</b>	17.550
		<b><u>Total</u></b>	<b><u>2.792.431</u></b>
		<b><u>CONFERENCES/SEMINARS</u></b>	
13.7.2012	Belgium (Brussels)	<b>Organisation of 4 conferences</b>  - The CAP towards 2020	295.844
19.11.2012		- European Innovation Partnership on agricultural productivity and sustainability	
10.4.2013		- European Agribusiness in Africa	



<b>Date</b>	<b>Place</b>	<b>Nature of activity</b>	<b>Commitments (in EUR)</b>
2013		- Agricultural research under Horizon 2020	
		<b>Total</b>	<b><u>295.844</u></b>
		<b><u>NETWORKING EVENTS</u></b>	
2012	Belgium	<b>CAP communication award</b>	155.000
2012	Belgium	<b>CAP@50 Communication networking event</b>	392.455
		<b>Total</b>	<b><u>547.455</u></b>
		<b><u>COMMUNICATION CAMPAIGNS</u></b>	
2012		<b>CAP@50 campaign</b> Design, development and realisation of the Itinerant exhibition	496.498
2012-2013		Communication consulting services, campaign concept and pre-testing of campaign messages and visuals	109.760
2013		<b>Communication actions</b> for the forest based sector	65.000
		<b>Total</b>	<b><u>671.258</u></b>

		<b><u>SURVEYS</u></b>	
2012		<b>Eurobarometer</b> survey on "Europeans and Agriculture"	148.153
2012		<b>Qualitative study</b> of communication messages, tools and channels to be used in the framework of the next campaign on the reformed CAP	235.840
		<b><u>Total</u></b>	<b><u>383.993</u></b>
		<b><u>MEDIA EVENTS</u></b>	
2012		9 Press trips/meetings	215.739
2012		E platform for agri press	44.310
		<b><u>Total</u></b>	<b><u>260.049</u></b>
		<b><u>PUBLICATIONS</u></b>	
2012-2013		<b>Distribution and storage</b>	100.000
2012		<b>Brochures</b> - Recipe Book - Genetic Resources - Agriculture and enlargement	130.025
2012		<b>Reprints</b>	96.630
2012		<b>Banners, Posters, photos</b>	10.961
		<b><u>Total</u></b>	<b><u>337.616</u></b>
		<b><u>WEB AND AUDIOVISUAL</u></b>	
2012		<b>Clips and A/V productions on CAP reform</b>	204.782
2012		<b>Video News release</b>	110.000
2012		<b>Websites updating and maintenance</b>	100.327

		<b><u>Total</u></b>	<b><u>415.109</u></b>
2012		<b><u>OTHERS</u></b> Visitors' groups	<b><u>4.000</u></b>
		<b><u>TOTAL</u></b>	<b><u>5.707.755</u></b>

\* The itinerant exhibition was shown 26 times (24 times in 2012, and 2 times in early 2013) in a total of 20 Member States (Spain, Netherlands, Portugal, Belgium, Hungary, Slovenia, Italy, France, Ireland, Luxembourg, Germany, Greece, Lithuania, Denmark, Scotland, Romania, Slovakia, Cyprus, Bulgaria, and Poland).