

### 1. General information

Geographical Area	Country	Italy
	Region	Marche
Rural population (1)	Inhabitants (6)	1.3 million
	% of total population (6)	84.1 %
	Density - Inhab/km2 (7)	145.8
Rural area (1)	Km2 (5)	8 960
	% of total area (5)	95.3 %
Agricultural area <i>Total Utilised Agricultural Area (UAA)</i>	Ha (3)	471 830
	% of total territory (8)	50.2 %
Forest and other wooded land	Ha (2)	326 000
	% of total area (2)	31.8 %
Total employment	People (5)	721 000
Rural employment (1)	% of total workforce (3)	100 %

Data source: Italy - Marche 2014-2020 Rural Development Programme (RDP). Note: (1) OECD definition applies, including intermediate and predominantly rural regions; (2) 2009 data; (3) 2010 data; (4) 2011 data; (5) 2012 data; (6) 2013 data; (7) based on 2012 rural area data and 2013 rural population data; (8) 2010 based on 2012 total region territory.

**EAFRD\* support:**  
**EUR 231 969 000**  
0.2 % of Total EAFRD  
support for EU-28



**National  
contribution:**  
**EUR 305 992 503**

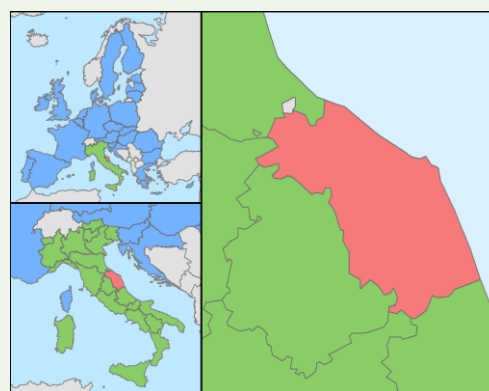


**Planned total public  
expenditure:**  
**EUR 537 961 503**

\* European Agricultural Fund for Rural Development (EAFRD)

Primary sector contribution to Gross Value Added (GVA)	% of total (5)	1.8 %
No of agricultural holdings	No (3)	44 870
Average farm size	ha UAA/holding (3)	10.5
High Nature Value farming	% of total UAA (4)	44.6 %
Farmland Birds Index (FBI)	Index 2000 = 100	88.9
	From 2000 to 2012 the FBI measuring the relative abundance of farmland bird species decreased by 11.1%.	

Map: Italy - Marche



#### Examples of expected achievements

- Knowledge transfer will address the training, coaching, information and advisory needs of the agricultural, food and forestry sectors as well other land managers and SMEs in rural areas, providing almost 4 200 places available in training courses. Innovation will be supported by 106 projects to strengthen the link between agriculture, food and forestry sectors and research.
- The RDP will support the start-up of 300 young farmers and investments and modernisation in more than 650 farms, with a specific emphasis on innovation as a means to increase competitiveness. The RDP is expected to support 306 farms to participate in quality schemes.
- Marche will focus on environment-friendly farm investments and management procedures, with a particular emphasis on quality of water: 13.9 % of agricultural land will be under contracts to improve water management. Water erosion will be tackled by placing almost 14 % of the agricultural land under management contracts combating soil erosion. Moreover almost 15 % of agricultural land and 1 % of forestry land will be under management contracts supporting biodiversity.
- Around 30 % of the allocated EAFRD amount will be used for area-based payments to farmers for using environment/climate-friendly land management practices, including organic farming, support to areas facing natural constraints and support to areas under Natura2000 management.
- Over 42 000 hectares of farmland will receive support to either convert or maintain organic farming.
- The RDP will also pursue a higher efficiency of water use with 5.6 % of irrigated land switching to more efficient irrigation system.
- Local Development Strategies (LDS) will be implemented through 6 LEADER Local Action Groups (LAGs) covering more than 44 % of the rural population, creating 98 additional jobs, and improving broadband to 17 % of the rural population in rural areas.

#### Examples of key challenges

- In Marche the farm sector is facing structural changes. The average size of the nearly 45 000 farms is 10.5 hectares and 30 % of farms are below 2 hectares.
- Almost 40 % of the energy produced by the region is from renewable sources, but the region is lagging behind in terms of energy production from biomass.
- Marche faces environmental challenges which will be tackled by the RDP, especially regarding landslides and soil erosion.

Source: DG AGRI, **Factsheet on 2014-2020 Rural Development Programme for Marche**, July 2015

[http://ec.europa.eu/agriculture/rural-development-2014-2020/country-files/it\\_en.htm](http://ec.europa.eu/agriculture/rural-development-2014-2020/country-files/it_en.htm)

## 2. RDP focus areas: planned expenditure, measures and 2023 targets

This section illustrates each rural development priority (P) with a focus on: the indicative budget per Focus Area (FA) and its breakdown by selected measure; and the relation between the indicative planned total public expenditure and the expected 2023 targets set by the Managing Authority for each focus area.

### P1 - Knowledge transfer & innovation: Fostering knowledge transfer and innovation in agriculture, forestry, and rural areas

Priority 1 is considered a cross-cutting priority: the budget under Priorities 2 - 6 contributes to the achievement of Priority 1 specific targets.

#### Focus Area 1A. Innovation & cooperation

Target indicator	Value
T1 - % of expenditure under Articles 14, 15 and 35 of Regulation (EU) No 1305/2013 in relation to the total expenditure for the RDP	7.8 %

#### Focus Area 1C. Lifelong learning & vocational training

Target indicator	Value
T3 - Total number of participants trained under Article 14 of Regulation (EU) No 1305/2013	4 200

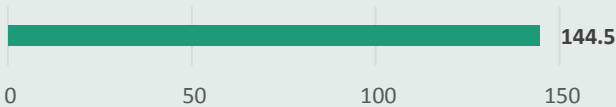
#### Focus Area 1B. Links with research & innovation

Target indicator	Value
T2 - Total number of cooperation operations supported under the cooperation measure (Article 35 of Regulation (EU) No 1305/2013) (groups, networks/clusters, pilot projects...),  of which: Nr of EIP operational groups to be supported (establishment and operation)	106  28

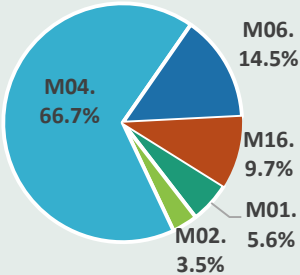
### P2 – Competitiveness: Enhancing farm viability and competitiveness of all types of agriculture in all regions and promoting innovative farm technologies and sustainable management of forest

#### Focus Area 2A. Farm’s performance, restructuring & modernization

##### Total public budget (million EUR)



##### Breakdown of FA budget by measure (%)

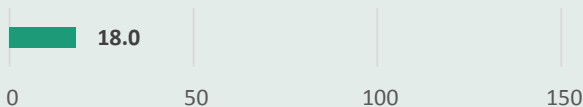


Measure	m EUR
M01	8.2
M02	5.0
M04	96.3
M06	21.0
M16	14.0

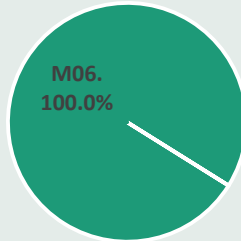
Target indicator	Value
T4 - % of agricultural holdings with RDP support for investments in restructuring or modernisation	1.5 %

#### Focus Area 2B. Entry of skilled/younger farmers

##### Total public budget (million EUR)



##### Breakdown of FA budget by measure (%)



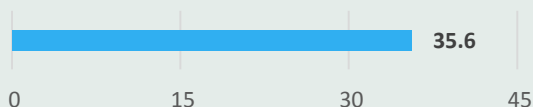
Measure	m EUR
M06	18.0

Target indicator	Value
T5 - % of agricultural holdings with RDP supported business development plan/investments for young farmers	0.7 %

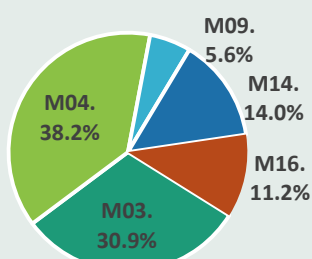
## P3 – Food chain & risk management: Promoting food chain organisation, including processing and marketing of agricultural products, animal welfare and risk management in agriculture

### Focus Area 3A. Agri-food chain integration & quality

Total public budget (million EUR)



Breakdown of FA budget by measure (%)



Measure m EUR

M03	11.0
M04	13.6
M09	2.0
M14	5.0
M16	4.0

Target indicator

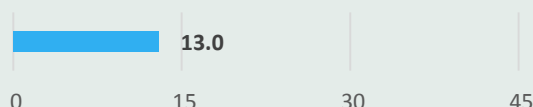
Value

T6 - % of agricultural holdings receiving support for participating in quality schemes, local markets and short supply circuits, and producer groups/organisations

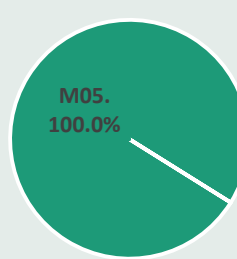
3.8 %

### Focus Area 3B. Risk prevention & management

Total public budget (million EUR)



Breakdown of FA budget by measure (%)



Measure m EUR

M05	13.0
-----	------

Target indicator

Value

T7 - % of farms participating in risk management schemes

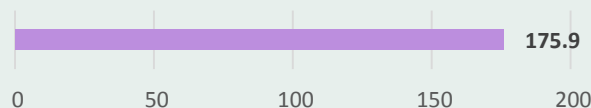
0.1 %

## P4 – Ecosystems management: Restoring, preserving and enhancing ecosystems related to agriculture and forestry

Focus Areas

- 4A. Biodiversity's restoration, preservation & enhancement
- 4B. Water management
- 4C. Soil erosion & soil management

Total public budget (million EUR)



Target indicator

Value

T8 - % of forest/other wooded area under management contracts supporting biodiversity

1.0 %

T9 - % of agricultural land under management contracts supporting biodiversity and/or landscapes

14.5 %

T10 - % of agricultural land under management contracts to improve water management

13.9 %

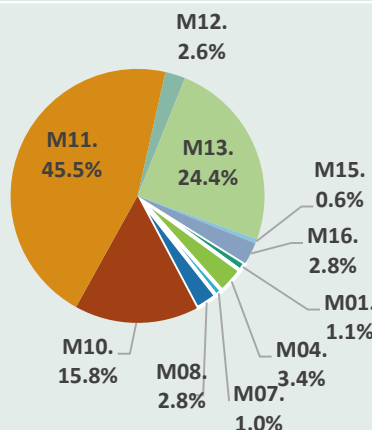
T12 - % of agricultural land under management contracts to improve soil management and/or prevent soil erosion

13.9 %

T13 - % of forestry land under management contracts to improve soil management and/or prevent soil erosion

0.2 %

Breakdown of FA budget by measure (%)



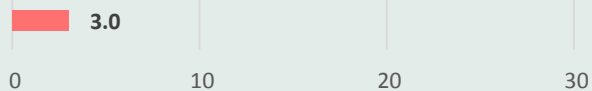
Measure m EUR

M01	2.0
M04	6.0
M07	1.7
M08	5.0
M10	27.8
M11	80.0
M12	4.5
M13	43.0
M15	1.0
M16	4.9

## P5 - Resource efficiency & climate: Promoting resource efficiency and supporting the shift towards a low carbon and climate resilient economy in agriculture, food and forestry sectors

### Focus Area 5A. Water use efficiency

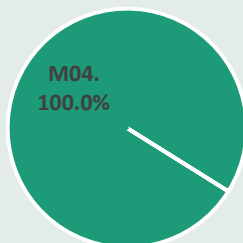
Total public budget (million EUR)



Breakdown of FA budget by measure (%)

Measure m EUR

M04 3.0



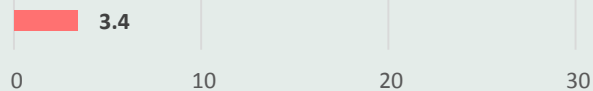
Target indicator

Value

T14 - % of irrigated land switching to more efficient irrigation system 5.6 %

### Focus Area 5B. Energy use efficiency

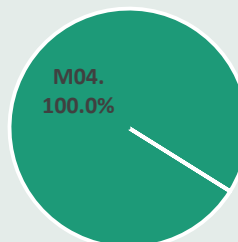
Total public budget (million EUR)



Breakdown of FA budget by measure (%)

Measure m EUR

M04 3.4



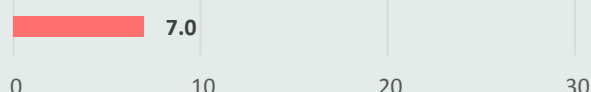
Target indicator

Value

T15 - Total investment for energy efficiency (EUR) 6.8 m

### Focus Area 5C. Renewable sources & waste management

Total public budget (million EUR)

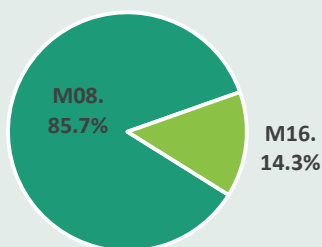


Breakdown of FA budget by measure (%)

Measure m EUR

M08 6.0

M16 1.0



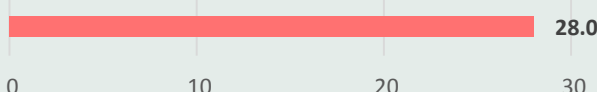
Target indicator

Value

T16 - Total investment in renewable energy production (EUR) 15 m

### Focus Area 5E. Carbon conservation & sequestration

Total public budget (million EUR)

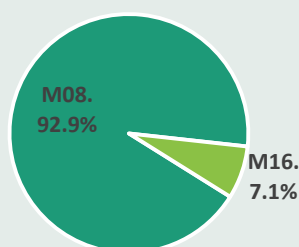


Breakdown of FA budget by measure (%)

Measure m EUR

M08 26.0

M16 2.0



Target indicator

Value

T19 - % of agricultural and forest land under management contracts contributing to carbon sequestration and conservation 2.7 %

## P6 - Social inclusion & local development: Promoting social inclusion poverty reduction and economic development in rural areas

### Focus Area 6A. Diversification & job creation

Total public budget (million EUR)

12.1

0

25

50

75

Breakdown of FA budget by measure (%)

Measure

m EUR

M01

0.5

M06

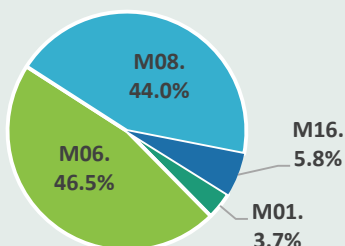
5.6

M07

5.3

M16

0.7



Target indicator

Value

T20 - Jobs created in supported projects

28

### Focus Area 6B. Local development

Total public budget (million EUR)

60.6

0

25

50

75

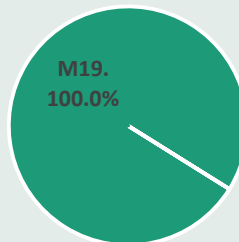
Breakdown of FA budget by measure (%)

Measure

m EUR

M19

60.6



Target indicator

Value

T21 - % of rural population covered by local development strategies

44.4 %

T23 - Jobs created in supported projects (LEADER)

70

### Focus Area 6C. Information & communication technologies (ICT)

Total public budget (million EUR)

22.0

0

25

50

75

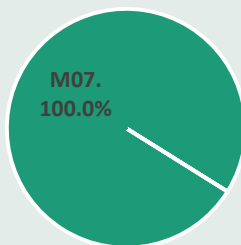
Breakdown of FA budget by measure (%)

Measure

m EUR

M07

22.0



Target indicator

Value

T24 - % of rural population benefiting from new or improved services/infrastructures (ICT)

17 %

### 3. Planned expenditure per priority

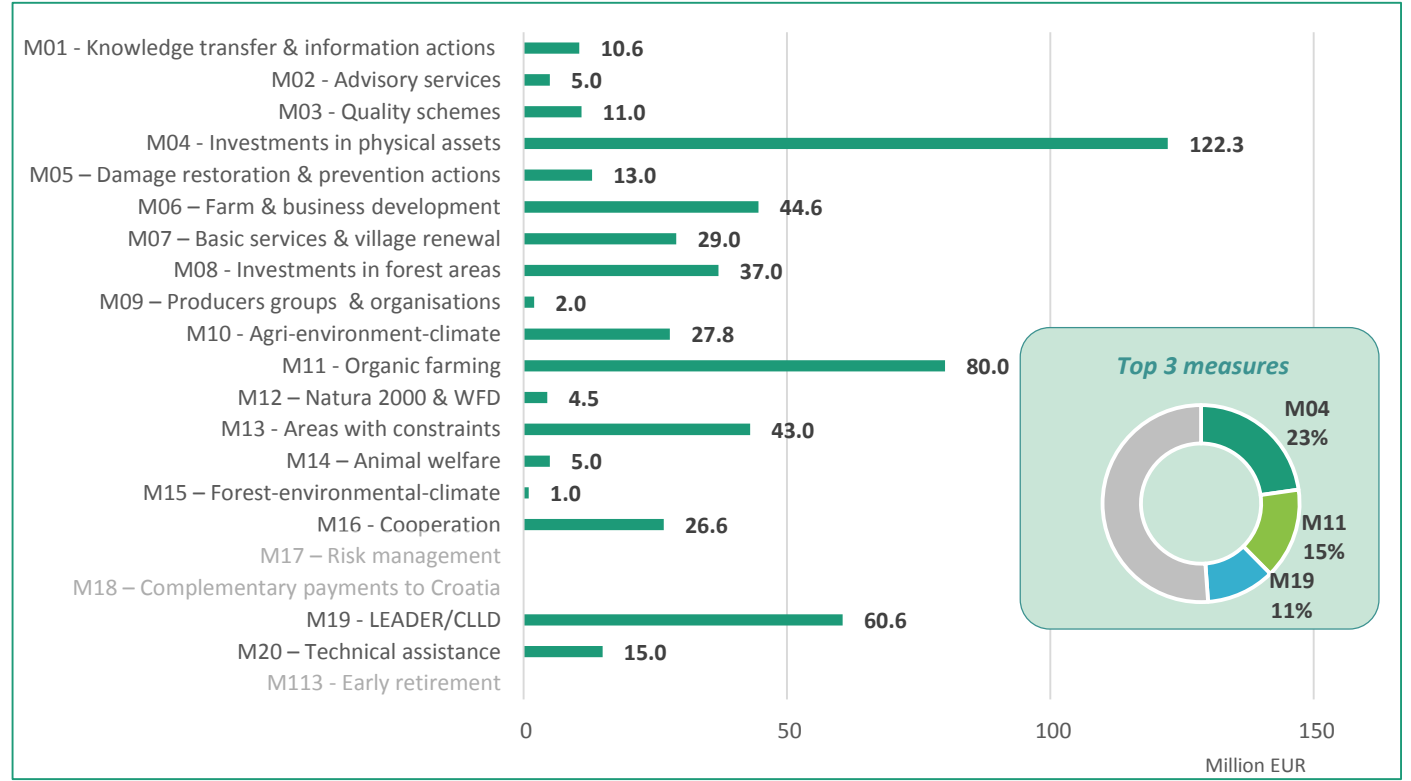
The following table shows how the planned total public expenditure (comprising the EAFRD support and the national contribution) is allocated between rural development priorities. Priority 1 is considered to be cross-cutting and no separate financial allocation is shown as the expenditure is distributed across other focus areas.

Priority	Total public expenditure per priority (million EUR)	% of total public expenditure*
P1 - Knowledge transfer & innovation	P2 - Competitiveness 162.5	30.2 %
	P3 - Food chain & risk management 48.6	9.0 %
	P4 - Ecosystems management 175.9	32.7 %
	P5 - Resource efficiency & climate 41.4	7.7 %
	P6 - Social inclusion & local development 94.6	17.6 %

\* Figures do not sum up to 100 % because budget for technical assistance is not included. Budget for technical assistance is available in section 4.

### 4. Planned expenditure per measure (million EUR)

The following chart shows the indicative planned total public expenditure per measure (comprising the EAFRD support and the national contribution). The measures illustrated in the chart are the complete list of measures selected within the RDP. Measures in color light gray were not selected by the region.



## 5. Choice of measures by priority and focus areas

The following chart shows which priorities and focus areas are selected in the RDP and the combination of measures used to address them. For each measure the budget breakdown per focus area is given. Priority 1 is considered to be cross-cutting and no separate financial allocation is shown as the expenditure is distributed across other focus areas. Expenditure under Priority 4 is programmed for the priority as a whole, not for individual focus areas.

Priority	P1 Knowledge transfer & innovation			P2 Competitiveness		P3 Food chain & risk management		P4 Ecosystems management			P5 Resource efficiency & climate					P6 Social inclusion & local development				
Focus Area	1A - Innovation & cooperation	1B - Links with research & innovation	1C - Lifelong learning & vocational training	2A - Farm's performance, restructuring & modernisation	2B – Entry of skilled/younger farmers	3A - Agri-food chain integration & quality	3B - Risk prevention & management	4A – Biodiversity's restoration, preservation & enhancement	4B - Water management	4C - Soil erosion & soil management	5A - Water use efficiency	5B - Energy use efficiency	5C - Renewable sources & waste management	5D - Greenhouse gas & ammonia emissions	5E - Carbon conservation & sequestration	6A - Diversification & job creation	6B - Local development	6C – ICT - Information & communication technologies	Total	Planned expenditure (million EUR)
M01 - Knowledge transfer & information actions				77%				19%								4%			100%	10.6
M02 - Advisory services				100%															100%	5.0
M03 - Quality schemes						100%													100%	11.0
M04 - Investments in physical assets				79%		11%		5%			2.5%	3%							100%	122.3
M05 – Damage/restoration /prevention actions							100%												100%	13.0
M06 – Farm & business development				47%	40%											13%			100%	44.6
M07 – Basic services & village renewal								6%								18%		76%	100%	29.0
M08 - Investments in forest areas								14%					16%		70%				100%	37.0
M09 – Producers groups & organisations						100%													100%	2.0
M10 - Agri-environment-climate								100%											100%	27.8
M11 - Organic farming								100%											100%	80.0
M12 – Natura 2000 & WFD								100%											100%	4.5
M13 - Areas with constraints								100%											100%	43.0
M14 – Animal welfare						100%													100%	5.0
M15 – Forest-environmental-climate								100%											100%	1.0
M16 - Cooperation				53%		15%		18%					4%		8%	3%			100%	26.6
M17 – Risk management																				
M18 – Complementary payments to Croatia																				
M19 - LEADER/CLLD																100%			100%	60.6

## 6. Additional info

<b>Date of RDP approval</b>	28/07/2015
<b>Italian National Rural Network</b>	Rete Rurale Nazionale <a href="http://www.reterurale.it">www.reterurale.it</a>
<b>Managing authority</b>	Regione Marche - Servizio Ambiente e Agricoltura
<b>Paying agency</b>	AGEA – Agenzia per le erogazioni in Agricoltura Ufficio Monocratico Organismo Pagatore
<b>RDP country documents</b>	<a href="http://ec.europa.eu/agriculture/rural-development-2014-2020/country-files/it_en.htm">http://ec.europa.eu/agriculture/rural-development-2014-2020/country-files/it_en.htm</a>
<b>National Partnership Agreement summary</b>	<a href="http://ec.europa.eu/contracts_grants/pa/partnership-agreement-italy-summary_en.pdf">http://ec.europa.eu/contracts_grants/pa/partnership-agreement-italy-summary_en.pdf</a>
<b>Partnership Agreement</b>	<a href="http://www.dps.gov.it/it/AccordoPartenariato">http://www.dps.gov.it/it/AccordoPartenariato</a>
<b>Rural Development Regulation 2014-2020</b>	Regulation (EU) N° 1305/2013 of the European Parliament and of the Council on support for rural development by the European Agricultural Fund for Rural Development (EAFRD) [PDF 

**Source of information:** All data and the figures presented in this summary come from the European Commission approved version of the Italy - Marche 2014-2020 Rural Development Programme. The examples of expected achievements and key challenges on page 1 were retrieved from: DG AGRI, Factsheet on 2014-2020 Rural Development Programme for Marche, July 2015.

**Disclaimer:** This document aims to provide an accessible summary of selected RDP content. The information provided should not be considered a comprehensive account of the original RDP content.

**Summary version:** Version 1

**Last updated:** October 2015

**Corresponding RDP:** IT - Marche 2014-2020 RDP, code 2014IT06RDRP008, version 1.3, approved 28/07/2015



The European Network for  
Rural Development

ENRD Contact Point  
Rue de la Loi, 38 Boîte n.4 - 1040  
Brussels, Belgium  
Tel. +32 2 801 38 00  
email: [info@enrd.eu](mailto:info@enrd.eu)  
website: <http://enrd.ec.europa.eu/>