



## **Application for a grant under call for proposals 2015/C 351/9 concerning information measures relating to the common agricultural policy**

Before completing this form, please read carefully the call for proposals 2015/C 351/9.

Please complete the enclosed forms **in full**. If a question does not apply to the proposed information measure, please write 'not applicable' or 'n/a'. Only applications submitted on these forms will be considered.

You will find below a specimen letter of application for a grant.

The maximum EU contribution shall be between EUR 50 000 and EUR 300.000 (flat rate included).

Before sending your application to the Commission, please check that you have enclosed all the documents required (see the checklist at the end of this application form).

Your reply to the grant application will involve the recording and processing of personal data (such as your name, address and CV), which will be processed pursuant to Regulation (EC) No 45/2001 on the protection of individuals with regard to the processing of personal data by the Union Community institutions and bodies and on the free movement of such data. Unless indicated otherwise, your replies to the questions in this form and any personal data requested are required to assess your grant application in accordance with the specifications of the call for proposals and will be processed solely for that purpose by Unit AGRI R.2. Details concerning the processing of your personal data are available on the privacy statement at the page:

[http://ec.europa.eu/dataprotectionofficer/index\\_en.htm](http://ec.europa.eu/dataprotectionofficer/index_en.htm)

REGISTER under notification No DPO-3464.3.

Your personal data (name, given name if natural person, address, legal form, registration number and name and given name of the persons with powers of representation, decision-making or control, if legal person) may be registered in the Early Warning System (EWS) only or both in the EWS and Central Exclusion Database (CED) by the Accounting Officer of the Commission, should you be in one of the situations mentioned in:

- the Commission Decision 2008/969 of 16.12.2008 on the Early Warning System (for more information see the Privacy Statement on

[http://ec.europa.eu/budget/info\\_contract/legal\\_entities\\_en.htm](http://ec.europa.eu/budget/info_contract/legal_entities_en.htm)), or

- the Commission Regulation 2008/1302 of 17.12.2008 on the Central Exclusion Database (for more information see the Privacy Statement on [http://www.cc.cec/budg/imp/ced/\\_doc/\\_pdf/guide-ced-annex4-5-privacy-statement.pdf](http://www.cc.cec/budg/imp/ced/_doc/_pdf/guide-ced-annex4-5-privacy-statement.pdf))

You are informed that, to ensure that the Union's financial interests are protected, your personal data may be communicated to internal audit services, the European Court of Auditors, the body specialising in financial irregularities or the European Anti-Fraud Office (OLAF).

The data of applicants in any of the situations referred to in Articles 106, 107 and 109 of the Financial Regulation may be included in a central exclusion database and communicated to designated persons in the Commission, the other institutions, agencies, authorities and bodies referred to in Article 108 of the Financial Regulation. This also applies to those with powers of representation, decision-making power or powers of control in respect of such applicants. Following a request to the Commission's Accounting Officer, anyone registered in the database is entitled to be informed of the data recorded about them.

## **Specimen letter of application for a grant**

*Attached.*

# FORM 1 - THE APPLICANT

## 1. IDENTITY OF THE APPLICANT

### 1.1. Business name (full legal title):

Consiliul Județean Harghita – Harghita County Council

### 1.2. Short name (if any):

CJHR (in Romanian) - HCC (in English)

### 1.3. Legal status of applicant (association, commercial company, university, etc.):

Local public administration

### 1.4. Is the applicant a public or private body?

public

### 1.5. Legal registration number:

3/1992; 234/2012

(The members of the county council are re-elected in fourth to fourth years. The currently in force decision number is: 234/2012)

### 1.6. Date and place of registration:

29 June 1992, Miercurea Ciuc, Romania

### 1.7. VAT number:

- Please state your VAT number: 4245763

- Are you entitled to recover the VAT for the costs that you have included in the expenditure table of the budget?  Yes  No

- If the answer is no, please specify the percentage of VAT applicable: 20% and remember to enclose an official document confirming this information (see document E in Annex I).

**1.8. Head office address:**

Address: Piața Libertății no. 5  
City: Miercurea Ciuc  
Postcode: 530140  
Country: Romania

**1.9. Tel.:**

0040-266-207700

**1.10. Fax:**

0040-266-207703

**1.11. Website:**

[www.harghitacounty.ro](http://www.harghitacounty.ro) [www.judetulharghita.ro](http://www.judetulharghita.ro) [www.hargitamegye.ro](http://www.hargitamegye.ro)

**1.12. Legally authorised person responsible within the applicant organisation:**

Title:  Mr  Mrs  
Surname: BORBOLY  
First name: Csaba  
Official capacity: president  
E-mail address: [info@borbolycsaba.ro](mailto:info@borbolycsaba.ro)

**1.13. Contact**

Title:  Mr  Mrs  
Surname: FARKAS  
First name: Enikő  
Official capacity: deputy director  
E-mail address: [farkasenko@hargitamegye.ro](mailto:farkasenko@hargitamegye.ro)  
[borbathcsilla@hargitamegye.ro](mailto:borbathcsilla@hargitamegye.ro)

**1.14. Person financially responsible:**

Title:  Mr  Mrs  
Surname: BORBOLY  
First name: Csaba  
Official capacity: president  
E-mail address: [info@borbolycsaba.ro](mailto:info@borbolycsaba.ro)

**1.15. In which language do you prefer the Commission to communicate with you?**

English  French  Other:.....

## 2. INFORMATION CONCERNING THE APPLICANT

### 2.1. Summary of the aims and activities of the applicant (half-page maximum):

Harghita County Council is the local public administration of Harghita County with one President - elected directly by the citizens for a mandate of 4 years - and 30 County Councillors, including the two Vice-Presidents of the county council. In brief the following activities and responsibilities belong to the action sphere of the county council and of its subordinated institutions:

- Responsibilities related to the county level infrastructure and public acquisitions, preservation of cultural patrimony and historical monuments, assistance and urbanism and construction certification;
- Investments and economic development, international, EU funded and structural projects' management;
- Development and implementation of county level programmes on several fields of interest: culture, youth, religion, schools, civil society, social assistance, health, agriculture, rural development, tourism, renewable energy, mountain rescue and mountain area development, library, arts and registrar;
- County level events organization and protocol, relation with mass-media, human resources, international relations and coordination of the local public authorities of the county.

### 2.2. Structure of the organisation:

#### 2.2.1. What are the member organisations of the applicant (if any)?

Harghita County Council is composed of 8 Departments:

- Management General Department
- Internal Audit Office
- Economic General Department
- Constructions General Department
- Local Public Administration General Department
- Programs, Projects and Public Procurement General Department
- Investments General Department
- Patrimony General Department

Member State	Type of organisation, name, address, tel., fax, e-mail	Number of active members of the organisation
Romania	Public institution - <b>Lazarea Cultural Centre</b> , Lazarea, str. Both Péter no. 550, 0266-364030, <a href="mailto:kastelylazar@gmail.com">kastelylazar@gmail.com</a>	9
Romania	Public institution - <b>Cultural</b>	11

	<b>Centre of Harghita County</b> , Miercurea Ciuc, Str. Timisoarei nr. 4, 0266-372004, <a href="mailto:hmkcsapat@yahoo.com">hmkcsapat@yahoo.com</a>	
Romania	Public institution - <b>Harghita County Art School</b> – Miercurea Ciuc, Str. Petöfi nr. 36, 0266-310884, <a href="mailto:nepiskola@gmail.com">nepiskola@gmail.com</a>	20
Romania	Public institution - <b>Harghita Traditional Culture Promotion Center</b> , Odorheiu Secuiesc, str. 1 decembrie 1918 no. 9, +40-266-214440, <a href="mailto:office@hagyomany.ro">office@hagyomany.ro</a>	11
Romania	Public service - <b>SAVE – Harghita Energy Management Public Service</b> – Miercurea Ciuc, p-ta Libertatii no. 5, 0266-313060, <a href="mailto:office@spme.ro">office@spme.ro</a>	6
Romania	Press publishing (local newspaper) - <b>Hargita Nepe Publishing House</b> , Miercurea Ciuc, b-dul Timisoarei no. 4, 0040-374-091323, <a href="mailto:office@hargitanepe.ro">office@hargitanepe.ro</a>	5
Romania	Public service - <b>Mountain Rescue Public Service of Harghita County Council</b> , Miercurea Ciuc, p-ta Libertatii no. 5, 0040-726 686 671, <a href="mailto:salvamontharghita@yahoo.com">salvamontharghita@yahoo.com</a>	8
Romania	Public Institution - <b>Directorate of Population Register</b> , Miercurea Ciuc, str. Lelicieni no. 45,+40-366 100207, <a href="mailto:office@djephr.ro">office@djephr.ro</a>	22
Romania	Publishing house – <b>Harghita Publishing</b> – Miercurea Ciuc, str. Tudor Vladimirescu no. 5. P.O. Box: 149, 0040-266-311 775, <a href="mailto:szekelyfold@hargitamegye.ro">szekelyfold@hargitamegye.ro</a>	10
Romania	Public hospital – <b>Harghita County Hospital</b> , Miercurea Ciuc, str. Dr. Dénes László no. 2, +40266-324-193, Fax: +40266-372-137, <a href="mailto:secretariat@spitalmciuc.ro">secretariat@spitalmciuc.ro</a>	1537
Romania	Public library - <b>Kajoni Janos County Library</b> , Miercurea Ciuc, str. Stadion no. 1/B, +40 266 371 988, <a href="mailto:info@konyvtar.hargitamegye.ro">info@konyvtar.hargitamegye.ro</a>	22
Romania	Public institution - <b>Agricultural Chamber of Harghita County</b> ,	14

	Miercurea Ciuc, p-ta Libertatii no. 5, 0040-266-207700, <a href="mailto:agrarkamarahr@hargitamegye.ro">agrarkamarahr@hargitamegye.ro</a>	
Romania	Public institution – <b>Educational Resource and Assistance Center of Harghita County</b> , Miercurea Ciuc, Str. Mihail Sadoveanu nr.54, 0040-266 317 048, <a href="mailto:cjrae_hr@yahoo.com">cjrae_hr@yahoo.com</a>	89
Romania	Public institution – <b>Generale Directorate of Social Assistance and Child Protection Harghita</b> , Miercurea Ciuc, p-ta Libertatii no. 5, +40 266 314711, <a href="mailto:elekes.zoltan@gyerekvedelemhr.ro">elekes.zoltan@gyerekvedelemhr.ro</a>	810

2.2.2. *To what organisation(s) does the applicant belong (if any)?*

Member State	Type of organisation, name, address, tel., fax, e-mail	Number of active members of the organisation
Romania	Association - <b>Association of Intercommunity and Rural Development of Harghita County Council</b> , Miercurea Ciuc, p-ta Libertatii no.5, <a href="mailto:martonistvan@hargitamegye.ro">martonistvan@hargitamegye.ro</a>	4
Romania	Association - <b>Harghita Community Development Association</b> , Miercurea Ciuc, p-ta Libertatii no.5, +40 736883803, : <a href="mailto:info@adiharghita.ro">info@adiharghita.ro</a>	6
Romania	Association – “ <b>Harghita Mountains</b> ” <b>Intercommunity Development Association</b> , Miercurea Ciuc, p-ta Libertatii no. 5, +40266207720/ 1510, <a href="mailto:hargitahegyseg@hargitamegye.ro">hargitahegyseg@hargitamegye.ro</a>	5
Romania	Association – “ <b>Csomad-Balvanyos</b> ” <b>Intercommunity Tourism Development Association</b> , Miercurea-Ciuc, p-ta Libertatii no. 5, 0040-266-207700, <a href="mailto:bojtecsaba@hargitamegye.ro">bojtecsaba@hargitamegye.ro</a>	7
Romania	Regional institution - <b>CENTRU Regional Development Agency</b> , Str. Decebal Nr. 12 510093, Alba Iulia. Telefon: +40-258–818616. Fax: +40-258–818613, <a href="mailto:office@adrcentru.ro">office@adrcentru.ro</a>	24
Romania	Union - <b>National Union of</b>	41



	<b>County Councils of Romania (UNCJR), str. Dimitrie Cantemir, nr.1, 620098 Focsani, Vrancea County. Tel: +40 237 213 057, Fax: +40 237 231 610, <a href="mailto:office@uncjr.ro">office@uncjr.ro</a></b>	
Belgium	<b>Assembly of European Regions</b> 6 rue Oberlin, F-67000 Strasbourg Rue d'Arlon, 63 B-1040 Brussels. Tel.: +33 6 24 29 19 37, <a href="mailto:m.mori@aer.eu">m.mori@aer.eu</a> , <a href="mailto:info@aer.eu">info@aer.eu</a>	200 regions  from 35 countries

### 2.3. Technical and professional capacity of the applicant:

2.3.1. *Applicant's average annual number of staff over the last three years:*

year 2012: **204**;      year 2013: **221**;      year 2014: **207**.

2.3.2. *Experience of the staff who will prepare, implement, follow up and evaluate the information measure to which this application relates, and description of the tasks assigned to each member of staff involved in the information measure (please enclose CVs):*

*(Please describe the tasks assigned to each member of staff within the framework of the information measure and enclose the relevant curricula vitae.)*

1. Erika ZONDA - Project Manager – tasks: project management, coordination of the team, coordination of the partners activities, communication with the management authority, risk analysis and management, management of the changes, planning of the activities and their timetable, coordination of activities, efficient allocation of material and financial resources, optimal sharing of tasks, monitorization of the individual and group (project implementation team) responsibilities. Is responsible for the fulfilment of the project objectives.
2. Margareta-Delia ÁBRAHÁM - Financial Responsible – tasks: financial management of the project, coordination of the project partners' activities concerning financial items, continuous analysis of the financial risks, finding the necessary solutions, certification of completeness, correctness and reality of the information included in the reimbursement forms, registration in the accountancy system of all operations declared in the reimbursement documents.
3. Csilla BORBÁTH- Project Coordinator – tasks: assisting the activity of the project manager, monitoring of the human resources and of the activities of the partners, elaboration of the supporting documents, assuring cooperation between project manager, Project implementation team members and partners, participation in event organisation.
4. Ágnes-Katalin PÉTERFFY - Marketing/Communication Responsible – tasks: the responsibilities in the framework of the project refer to the activities linked to the information and promotion, internal and external communication, public relations, event organization, editing and printing of materials, maintaining the cooperation with the mass-media, evaluation and reporting.

2.3.3. *Applicant's professional experience over the last two years in the areas covered by the information measure proposed (give no more than five examples of experience):*

*(For each example of experience, please provide a short description of the information measure put into effect, including the title, the type of information measure, the programme for the measure [in the case of seminars and conferences] or the content [in the case of publications and audiovisual productions], specifying the particular subjects dealt with, the place in which the information measure was put into effect, the total cost of the information measure and the sources of funding.)*

Harghita County Council participated as a partner in the implementation of the **ROBINWOOD PLUS project** (Interreg IVC program), in 2010-2013. Main topics: Sustainable forestry and competitive timber industry; Promotion of the multifunctional role of forests as engine for economic development, environment protection and improvement of quality of life in rural areas.

Robinwood Plus aimed to exchange experiences between partner regions in order to stimulate and sustain economic and social regeneration of rural areas through participatory and sustainable forest management. The objective was to stimulate the rural economy through forestry in a systematic way, by updating specific policies and improving governance to address primarily the need for competitiveness & innovation, for involving all relevant stakeholders (policy makers and institutions, citizens, companies, forest owners) and for developing a complete local wood supply chain. The total costs of the project: 607.250 Eur, and the source of funding: the INTERREG IVC programme and the partner's own contributions.

**2.4. Other grants applied for from the European Commission:**

2.4.1. *Have you received any grant from the Commission in the last three years?*

*(If so, please state the amount, the Directorate-General and European Union programme concerned, the year of the grant and the Commission reference number.)*

Harghita County Council participated as a partner at the following projects, financed by the European Commission:

<b>Project name</b>	<b>EU Programme</b>	<b>Year</b>	<b>Amount</b>	<b>Project Identification or Contract Number</b>	<b>Directorate General</b>
Youth in Harghita 2020 Conference	Youth in action	2012-2013	29.345 Eur	RO-51-E4-2012-R1	Education and Culture
FIDIBE – Development of Innovative Business Parks to Foster Innovation and Entrepreneurship in the SEE Area	SEE program	2009-2012		SEE/A/150/1.2/X	n.a.
CIVPRO	Interreg IVC	2010-2012	83.260 Eur	0865R2	n.a.
CLEAR - Cultural	SEE program	2011-	120.000	SEE/B/0013/4.3/X	n.a.

values and leisure environments accessible roundly-for all		2014	Eur		
Young graduates and the social sector: developing new job opportunities	Progress	2013-2014	22.878,73 Eur	VS/2012/0015	Employment, Social Affairs and Inclusion
RECVITIVATUR - Elaboration of a tool for the inclusion of religious-related cultural values in the planning and development processes of urban centres, systems of settlements and surrounding rural areas	SEE program	2011-2014	237.200 Eur	SEE/B/0011/4.3/X	n.a.
CreArt - Network of Cities for Artistic Creation	Culture 2007-2013 program	2012-2017	212 623 Eur	212-0921/001-001, CU7-MULT7	Education and Culture
CCIC - Complex Challenges Innovative Cities	the Interreg IVC	2012-2014	85.933,3 Eur	1322R4	n.a.
SEEMIG - Managing Migration and its Effects in South-East Europe	SEE program	2012-2014	607.250 Eur	SEE/C/0006/4.1/X	n.a.
Engage - Enhancing Next Generation Acces Growth in Europe	Interreg IVC	2012-2014	51.480 Eur	1204R4	n.a.

2.4.2. *In 2012 and 2013, have you applied for a grant for any purpose to any other department of the European Commission or do you intend to do so?*

*(If so, please state the Directorate-General and grant programme concerned, the amount and percentage of the grant applied for and the type of information measures concerned.)*

In 2014 and 2015 Harghita County Council applied for the next grants:

<b>Directorate General</b>	<b>Project title</b>	<b>EU Programme</b>	<b>Amount</b>	<b>Percentage of the grant</b>	<b>Type of information measures concerned</b>
EASME	STRUW	COSME COS-TOUR-2015-3-04	56.175 EUR	75%	tourism
EASME	Movie Tourism in European Regions	COSME COS-TOUR-2015-3-04	34.668 EUR	75%	tourism
EASME	Adven-TOUR-e	COSME COS-TOUR-2015-3-04	17.227 EUR	75%	tourism
EASME	nEU Tourism	COSME COS-TOUR-2015-3-04	22.941 EUR	75%	tourism
EASME	CEE-E-TOUR	COSME COS-TOUR-2015-3-04	9.898 EUR	75%	tourism
n.a.	ReMark	Interreg Europe	80.179 EUR	75%	tourism
n.a.	STSMP	Interreg Europe	147.300 EUR	75%	tourism
n.a.	CD-ETA	Interreg Europe	250.040 EUR	75%	culture
n.a.	Land Banks	Interreg Europe	136.550 EUR	75%	agriculture
n.a.	Rural Growth	Interreg Europe	126.245 EUR	75%	SME development
n.a.	Europe in Love	Interreg Europe	145.715 EUR	75%	tourism + culture
n.a.	Maker Factory	Interreg Europe	20.165,25 EUR	75%	SME development
n.a.	P.R.I.M.E.	Interreg Europe	26.550 EUR	75%	SME development
Education and Culture	Young Talent Bay	Creative Europe	187.930 EUR	60%	culture
Education and Culture	Phunktion all artists	Creative Europe	57.000 EUR	60%	culture
n.a.	Local Markets	Danube Transnational Programme	160.000 EUR	85%	SME development
n.a.	INNOyouth	Danube Transnational Programme	100.500 EUR	85%	youth
n.a.	CARERISK	Danube Transnational Programme	341.940 EUR	85%	disaster management
n.a.	ENTER-ACTIV	Danube Transnational Programme	157.825 EUR	85%	youth
n.a.	Accelerating Danube	Danube Transnational Programme	127.000 EUR	85%	regional development
n.a.	RUSAR.TEC	Danube Transnational Programme	200.000 EUR	85%	disaster management
n.a.	Multicultural routes, Intersected cultural routes	Danube Transnational Programme	106.840 EUR	85%	culture, tourism

n.a.	HEART	Danube Transnational Programme	149.000 EUR	85%	culture, tourism
n.a.	IRRINOVATION	Danube Transnational Programme	34.500 EUR	85%	SME development
n.a.	INSiGHTS	Danube Transnational Programme	170.400 EUR	85%	tourism
n.a.	ROMAVRIKA	Danube Transnational Programme	149.900 EUR	85%	Roma inclusion
n.a.	RAPIDINF	Danube Transnational Programme	96.000 EUR	85%	disaster management
n.a.	HBM	Danube Transnational Programme	330.000 EUR	85%	tourism
n.a.	MIGRANTES	Danube Transnational Programme	110.000 EUR	85%	migration

## FORM 2 AFFILIATED ENTITIES (if any)

### N.B: Please complete a separate form for each affiliated entity

Affiliated entities are legal entities having a legal or capital link with applicants, **which is neither limited to the action nor established for the sole purpose of its implementation.**

The legal or the capital link shall not be established simply for the purpose of the action nor limited simply to the duration of the action in question (ad-hoc consortia are not eligible). On the contrary, the legal or the capital link shall, as a rule, be a “stable” link encompassing more than just the action in question. A transitional or provisional link would therefore hardly fulfil the conditions.

Similarly, a “soft” link, such as a non-binding link (for example a non-binding Memorandum of Understanding) or, in general, any link where the parties do not clearly imply a legal commitment or clearly intend to create a legally enforceable relationship between them, would very unlikely be considered as the legal link.

A **legal link** should in addition be appropriately set down in a document of stringent legal nature (see document C below).

A **capital link** shall be understood as any participation in the ownership of another entity: for this purpose, any document showing this participation should be submitted (see document C below).

For the above purpose, applicants shall identify such affiliated entities in this application form.

If affiliated entities take part in the action, the application shall:

- contain the **written agreement** of the affiliated entities (see at the end of this form 2);
- specify **their role in the implementation** of the action;
- provide **all the relevant supporting documents** allowing verification of their complying with the eligibility and non-exclusion criteria set out in this call for proposals.

### 1. IDENTITY OF THE AFFILIATED ENTITY

#### 1.1. Business name (full legal title):

Dâmbovița County Council, Romania

#### 1.2. Short name (if any):

C.J.D.

#### 1.3. Legal status of the affiliated entity (association, commercial company, university, etc.):

LOCAL PUBLIC ADMINISTRATION INSTITUTION

**1.4. Is the affiliated entity a public or private body?**

PUBLIC BODY

**1.5. Legal registration number (if any):**

4280205

**1.6. Date and Place of Registration**

13.07.1993, Dâmbovița County, Romania

**1.7. VAT number:**

- Please state your VAT number:

- Are you entitled to recover the VAT for the costs that you have included in the expenditure table of the budget?  Yes  No

- If the answer is no, please specify the percentage of VAT applicable: 20% and remember to enclose an official document confirming this information (see document E in Annex I).

**1.8. Head office address:**

Address: PIAȚA TRICOLORULUI, NR. 1  
City: TÂRGOVIȘTE  
Postcode: 130060  
Country: ROMANIA  
E-mail address: consjdb@cjd.ro

**1.9. Website:**

[www.cjd.ro](http://www.cjd.ro)

**1.10. Legally authorised person responsible within the applicant organisation:**

Title:  Mr  Mrs

Surname: ȚUȚUIANU  
First name: ADRIAN  
Official capacity: President of Dâmbovița County Council  
E-mail address: consjdb@cjd.ro

## **2. INFORMATION CONCERNING THE AFFILIATED ENTITY – TO BE FILLED IN BY EACH AFFILIATED ENTITY**

### **2.1. Summary of the aims and activities of the affiliated entity (half-page maximum):**

Dâmbovița is a county located in Muntenia, the southern part of Romania. Târgoviște is the capital city of Dâmbovița County. The major industries in the county are metallurgical, food, oil equipment design and manufacturing, construction materials industry, chemical industry, household appliances, and textile industry.

The County Council is the authority of the local public administration and it is composed of county councillors elected under Law no. 67/2004 on the election of local authorities, republished, with the subsequent changes and completions. The president, the vice-presidents, the general secretary of the county, and the public employees of the County Council form a functional structure with continuous activity, carrying out the decisions of the County Council and the President.

The County Council, as the authority of the local public administration, was created at county level in order to coordinate the activity of the local councils and to develop public services of regional interest. Its main functions are:

- It approves the strategies, prognoses, and economic and social development programs to be implemented in the county or in various areas of the county, based on the proposals it receives from the local councils, and it decides, agrees and puts into practice - in cooperation with the other local public administration authorities - the required measures, including the financial ones, to achieve the planned goals;
- It coordinates the activity of the local councils with a view to developing public services of regional interest;
- It approves the county budget, loans, money transfers and its use; it sets up the Dâmbovița County tax system, including the special taxes, under law; it decides the distribution of the part of the budget which is deducted from certain state budget revenues or from other sources, under law, towards communes, towns and municipalities;
- It administrates the public sector of the county;
- Based on consultations with the local public administration authorities, it decides upon the projects dealing with county territorial organization, including the general urban development of the county and its administrative-territorial units;
- It decides, under law, to establish cooperation or association relations with other local public administration authorities in Romania or overseas, as well as to join national and international associations to promote common interests;
- It decides, under law, to set up cooperation or association relations with natural or legal persons in Romania or overseas, with non-governmental organizations and other partners with a view to financing and implementing activities, works, services or projects of regional interest;



## 2.2. Structure of the organisation of the affiliated entity:

### 2.2.1. In which organisations is the affiliated entity a member (if any)?

Member State	Type of organisation, name, address, tel., fax, e-mail	Number of active members of the organisation
France Belgium	<p><b>Assembly of European Regions</b></p> <p>6 rue Oberlin, F-67000 Strasbourg  Rue d'Arlon, 63 B-1040 Brussels  Piata Ion I.C. Bratianu 1, RO-510118 Alba  Tel.: +33 6 24 29 19 37  E-mail: <a href="mailto:m.mori@aer.eu">m.mori@aer.eu</a>  <a href="mailto:info@aer.eu">info@aer.eu</a></p>	<p>200 regions  from 35 countries</p>
Romania	<p><b>South Muntenia Regional Development Agency</b></p> <p>Str. General Constantin Pantazi, nr. 7A, Cod postal 910164 Călarasi, Romania  Tel: 0040 242 331 769;  00728 026 708  Fax: 0040 242 313 167  E-mail: <a href="mailto:office@adrmuntenia.ro">office@adrmuntenia.ro</a></p>	<p>7 counties  from South Muntenia Region</p>
Romania Belgium	<p><b>National Union of County Councils of Romania (UNCJR)</b></p> <p>Dimitrie Cantemir, nr.1, 620098 Focsani, Vrancea County, Romania  Tel: +40 237 213 057  +40 237 231 680  Fax: +40 237 231 610  + 40 237 212 228  E-mail: <a href="mailto:office@uncjr.ro">office@uncjr.ro</a>  Website: <a href="http://www.uncjr.ro">www.uncjr.ro</a></p> <p><b>European Office of the National Union of County Councils of Romania</b></p> <p>Rue Montoyer 24, 1000, Brussels, Belgium  Tel : +32.2.2317141/49  Fax : +32.2.2317003  E-mail: <a href="mailto:bruxelles@uncjr.org">bruxelles@uncjr.org</a>  Web-site : <a href="http://www.uncjr.org">www.uncjr.org</a></p>	<p>41 counties from Romania</p>

## Affiliated entity's Statement

I, the undersigned, hereby agree to participate in the information measure "Title" and to assume the responsibilities of an affiliated entity.

I acknowledge that:

1. I have read the call for proposals and application form and understood my role in the action before the application is submitted to the European Commission.
2. I have read the standard grant agreement and understood what my respective obligations under the agreement will be if the grant is awarded.
3. I authorise the entity to which I am affiliated to sign the agreement on my behalf with the European Commission and represent me in all dealings with it in the context of the action's implementation.

I have read and approved the contents of the proposal submitted to the European Commission. I undertake to comply with the principles of good partnership practice.

Name:	
Organisation:	
Position:	
Signature:	
Date and place:	

## FORM 3

### DETAILED DESCRIPTION OF THE INFORMATION MEASURE

#### 1 DESCRIPTION OF THE INFORMATION MEASURES

*Title: CAPacity building in rural areas for sustainable agriculture development*

*a) Describe the ex-ante analysis of the needs in relation to the objectives of the call and how did you make the analysis (statistics, findings, experience, ...)*

According to the Official Statistics of Romania 30% percent of the Romanian active population is working in agriculture. In Harghita county this percent is of 31,2% in 2013. 55,9% percent of Romania's territory is agricultural land. This percent is of 59,57% in Harghita county (in 2013, decreasing year by year). The percent of the population working in agriculture could be increased in order to reduce unemployment, and also there are possibilities to increase the percent of the land used for sustainable agricultural production. This project will raise the awareness of the population, will present the sustainable agricultural activities as alternative sources of income in rural areas, and will make agriculture more attractive for young people.

Harghita County Council and its partners implemented in 2008-2009 the **PACcaravan – Better crops for better living** project, and in 2010-2011 the **INSIGHT – Information for the Sustainable development and agriculture of Harghita County** project – type of measure: information measures regarding the CAP, with the support of DG for Agriculture and Rural Development of the European Commission:

1. Title of the project: **PACcaravan – better crops for better living**

Type of the measure: Information measure regarding the CAP, project ref nr: AGRI 2008-227

Programme/content: The aim of this project was to promote the information related to CAP of the European Union among the farmers and citizens of rural areas of Harghita County. Inviting Hungarian and Romanian speakers and experts in the Common Agricultural Policy was organized a caravan, which went to the headquarters of micro-regions of the county and taught the rural people (farmers, and especially women, farmer's wives) about the CAP, and the way they can adapt the CAP's measures to their farms and their lives (ex. alternative activities, non-wood products, etc.).

The caravan has visited 7 communes in Harghita county, and the people from neighboring settlements were invited to participate in the seminars. There were offered presentations, descriptions, materials to help them understand the main aspects of the CAP of the European Union, and especially how to adopt the measures of the CAP to their farms, their products. The second day field visiting workshops were organized.

In the end of the action, on 3-4 April 2009 was organized an evaluation seminar, in which all the participants and speakers were invited to Miercurea Ciuc to tell their opinions, to listen the presentation of European rural development experts and to present their EU-conform, but traditional, local products in a huge, two day long exhibition and market.

The caravan has directly reached nearly 600 people, while the number of indirect beneficiaries was about 10000 people.

2. Title of the project: **INSIGHT – Information for the Sustainable development and agriculture of Harghita County**

Type: measures targeting schools and universities - conferences, seminars, information campaigns. The aim of the project: to provide information for the general public of Harghita county and its farmers, thus contributing to the sustainable development of the agriculture and the rural regions of Harghita county.

The activities set in the project aimed to help rural population of Harghita county, Romania to get acquainted with the role of the CAP in their work, their everyday lives. There were organized several activities, programs (conference, seminars, publications in local and regional media, publications for schools, children), which were effective to reach almost all the inhabitants of Harghita county. The information measure covered several aspects of the CAP (possibilities given by the CAP, meat production, milk processing – methods to increase the added value of the local products, healthy eating habits, raising public awareness to new challenges, relating mainly to climate change, water management, renewable energy and biodiversity, alternative jobs for the people of rural areas, etc).

The dissemination plan aimed to disseminate the information for almost all the inhabitants of Harghita county (200.000 people), especially the people of rural areas, farmers and also children.

In the framework of the project was organized an exchange visit to Valle d’Aosta Region to learn their good practices in the field of agriculture and rural development – the local implementation of the CAP (LEADER initiatives, milk processing - the Fontina cheese, which recipe is rumored to have been revealed to the early inhabitants of the Valle d’Aosta by a near-mythical man called Sarvadzo. The Romanian participants learned to make unpasteurized, full-fat cheese, matured in grottos for at least three months, thus increasing the added value of the agricultural products.

The citizens who participated at these projects answered to the evaluative questionnaires at the end of the projects that they would like to have more particular examples, practical visits, knowledge transfer about successful agricultural projects, they need more information regarding the CAP, the detailed presentation regarding any change in this field, and the actual calls for proposals, financing possibilities. Having in view the expressed need of information of the target groups, we decided to continue the information-dissemination process, to widen it to other counties (Dâmbovița) from different regions of Romania (Center and South), and to organize experience-exchange with Dél-Alföld region, Hungary. The Romanian partners would participate at presentations of good practices, knowledge exchange in Hungary to become acquainted with the sustainable and more efficient agricultural activities, and the Hungarian experts would participate at the activities organized in Harghita county for mutual experience exchange.

***b) Describe the general and specific objectives that the information measures aims to achieve:***

*The applicant should explain how the general and specific objectives of the information measures will contribute to the objectives of the Union grant programme concerned. Where possible, specify related indicators to assess the project's achievements and expected impacts.*

- *Specific objectives: Please link your activities proposed to the ex ante analysis and the objective of the call.*
- *Which are the target groups (Please only quote them)*
- *How many activities? Title of each activity?*

- *For each activity:*
- *How many people expected to be directly reached and what percentage of the target group they represent?*
- *How many people expected to be indirectly reached and what percentage of the target group they represent? Please justify the number of people expected to be reached, the number of regions/countries targeted? How will you calculate?*
- *How many outputs expected (brochures, seminars, conferences, radio spots, etc?)*
- *How many regions/countries targeted?*

The aim of the project is to inform population and especially farmers from the participating areas about CAP 2016, in order to assure the sustainable development of agriculture and of rural areas.

The general and specific objectives of the project contributes to the objectives of the European Union grant programme – *namely to help explain, implement and develop the CAP and to raise public awareness of its content and objectives, to inform farmers and other parties active in rural areas and to promote the European model of agriculture, as well as to help citizens understand it* – by disseminating the above mentioned among the population of participant regions. The activities of the project would contribute to the fulfillment of the objectives of the European Union grant programme through the translations of the CAP objectives and priorities to the level and language of the inhabitants, farmers and children from partner counties/regions.

#### **Objectives:**

1. Presentation of the common agricultural model, assuring the necessary assistance in order to adopt this sample, presentation of the alternative sources of income in rural areas;
2. Raising the information level of the involved people concerning CAP, assuring information addressed to farmers and other actors from the rural areas;
3. Raising awareness of the general public on the challenges caused by climate changes, on renewable energy sources and on biodiversity protection;
4. Helping citizens to understand the sustainable land management which brings benefits for people and for nature as well.
5. Promoting the European model of agriculture
6. Promoting a healthy lifestyle among citizens, and informing them about the importance of consuming more local products, therefore these are healthier, boost the local economy and are environment friendly.

#### **Participants, target groups:**

Population of the following regions: Center (RO), South (RO) and Dél-Alföld (HU), from 2 countries (Romania and Hungary)

Producers, farmers, beneficiaries of the measures

Producers of traditional products

Consumers

Future generation of farmers, children (from kindergartens and schools)

The number of people directly reached: **6365** – who directly participate at activities / receive publications or promotional materials.

The number of indirectly reached people: **300.000** – who will be informed from press articles and the experiences related by the participants about the CAP, the activities of the project.

## **Results:**

### **Direct results:**

- Conference - 150 participants
- Thematic seminars in the 3 areas – 3\*100 participants
  - o The population will be informed about the role of CAP, the multifunctional role of farmers, the advantages of a healthy lifestyle, etc.
  - o The farmers will be informed about the methods which could be utilized in Natura 2000 areas
  - o The farmers will be informed about the elimination of toxic elements from food processing
  - o The agricultural activities will be promoted – as sources of income – among youth people
- Exhibitions and fairs of traditional products – 1000 participants
- Thematic event - "Open days at the farmhouse" – 50 participants
- Thematic event - "Falu a Városban – The village moves into the town" – 1000 participants
- 1000 flyers and promotional materials (mugs, t-shirts) addressed to the visitors of the city-farm event ("Falu a Városban – The village moves into the town) to promote the activity
- Multilingual publications addressed to school and kindergarten pupils in order to promote healthy lifestyle – 1500 pieces
- Flyers addressed to farmers and general public about the content and objectives of CAP, and about the multifunctional role of the farmers (1500 copies). Edition of posters (150 copies) and promotional materials (450 labeled mugs, 450 labeled USB memory sticks with copy of the TV-spot about the CAP, 450 labeled reflective strips, 450 agricultural calendars, 450 labeled sacs) in order to promote CAP and the activities of the project.
- Knowledge exchange in Bács-Kiskun county, Hungary: 15 representatives and stakeholders from the Romanian regions will participate.
- 12 monthly press articles – in 2 local and 2 regional newspapers presenting the objectives of the CAP, the activities of the project.

### **Indirect results:**

- Improving the quality and processing level of the agricultural products – establishment of new production units
- Reinforcement of the relations between producers and consumers
- Reinforcement of the cooperation between producers – establishment of associations, cooperatives in order to assure efficient purchase and valorization
- Introducing new methods, ideas and production processes, promotion of cooperation and of solidarity
- Launching of activities, which generate alternative incomes
- Children get acquainted with the advantages of a healthy lifestyle
- 300.000 citizens from 2 regions of Romania (Center, South) will be informed about CAP, multifunctional role of farmer, advantages of healthy lifestyle, etc.
- The population of the 2 Romanian regions will be informed about sustainable land management models from Hungary.

## **Indicators**

The Indicators of this project reflect the number of participants directly involved in the project implementation and its activities, as well as the activities which contribute to the indirect results of this project.

The number of edited promotional materials and their distribution to the target groups could also be considered relevant indicators.

According to the above mentioned the directly involved participants in the project implementation are the project team members and experts from the involved partner institutions, the participants of the launching event (150 people), the participants of the seminars in the 3 areas (300 people), the participants of the photo exhibition (100 people), the participants of the exhibitions and fairs of traditional products (1000 people), the participants of the thematic events "Open days at the farmhouse" (50 people) and the participants of the city farm event entitled "Falua Városban" (The village moves into the town) (1000 people), the participants of the closing conference (150 people).

There will be edited 1500 pieces of multilingual publications addressed to school pupils and kindergardens in order to promote healthy lifestyle, and also articles, publications addressed to general public about the multifunctional role of the farmers. These multilingual publications, posters and other promotional materials in order to promote healthy lifestyle will reach at least 1500 inhabitants.

The number of the readers of newspapers who will be reached by the press articles is another important indicator. Every month during the project implementation there will be published a press article about the CAP and the project activities in 2 local and 2 regional newspapers (12 x 4 articles), that will reach approximately 300.000 inhabitants of 2 regions of Romania.

Among indirect indicators we could take into consideration the following: Improvement of the quality and processing level of the agricultural products – establishment of new production units; reinforcement of the relations between producers and consumers; reinforcement of the cooperation between producers – establishment of associations, cooperatives in order to assure efficient purchase and valorisation; introduction of new methods, ideas and production processes, promotion of cooperation and of solidarity; launching of activities, which generate alternative incomes; children who get acquainted with the advantages of a healthy lifestyle; population who will be informed about CAP, multifunctional role of farmer, advantages of healthy lifestyle, etc.

## **Expected impacts**

The impact of the dissemination policy will be measured through:

- the number of invited participants at the activities (conferences, seminars)
- the number of visitors of the activities (exhibitions, traditional product fair)
- the number of disseminated publications
- the number of articles which appear in newspapers

## **Foreseen activities:**

**1. Preparation activities:** analyzing information level, organizing of a launching event (in July 2016). All the possible contributors to the success of the project will be invited: the project partner organization, managers of Microregional Associations, directors of Agricultural or rural associations, mayors of settlements - to participate at the launching event, in order to measure the need of information of the people they represent and to decide the content of the information distributed. 150 people are expected to participate (directly reached), this is 2,35% of the target group. The number of indirectly reached is 300.000 people (100% of the indirect target group) who will be informed about the event from press articles and the experiences related by the participants. Number of regions targeted: **2** (Center (RO), South (RO) from Romania. Number of outputs expected:

- 1 launching event,
- 1 press article published in 4 newspapers.

**2. Editing publications:** editing and distributing publications and articles among members of the target group in order to promote the CAP. Publications, posters, flyers addressed to the farmers and the possible future generation of farmers – published in their native languages – in order to promote sustainable agriculture and healthy lifestyle (in August 2016). At least 3150 people are directly reached; this is 49% of the target group. The number of indirectly reached is 300.000 people (100% of the indirect target group) who will get familiarized with the edited publications, and will read the newspaper articles. Number of regions targeted: **2**. Number of outputs expected:

- 1500 copies of brochures for children,
- 1500 flyers for farmers and general public,
- 150 posters,
- 1 press article published in 4 newspapers.

**3. "Falu a Városban" (The village moves into the town)** in September 2016 – organization of city farm event in Harghita county, Romania, Invitation of the representatives of the partner region and the Hungarian target group region. 1000 people are expected to participate (directly reached), this is 15,71% of the target group. The number of indirectly reached is 300.000 people (100% of the indirect target group) who will be informed about the event from the flyers, press articles and the experiences related by the participants. Number of regions targeted: **3** (Center (RO), South (RO) and Dél-Alföld (HU). Number of outputs expected:

- 1 event of a 'city farm' nature which help to explain the importance of agriculture to the urban population,
- 1000 copies of flyers to promote the activity,
- promotional materials to publicize the activity (mugs, t-shirts, etc)
- 1 press article published in 4 newspapers.

**4. "Open days at the farmhouse"** – visit in the medicinal plant garden in Avrămești, Harghita county, with the participation of target group regions (in October 2016). 50 people are expected to participate (directly reached), this is 0,78% of the target group. The number of indirectly reached is 300.000 people (100% of the indirect target group) who will be informed about the event from the experiences related by the participants and from the newspaper articles. Number of regions targeted: **3** (Center (RO), South (RO) and Dél-Alföld (HU). Number of outputs expected:

- 1 event of an 'open farm' nature which aim to showcase to citizens the role of agriculture (eg best practices, innovation projects) at the medicinal plant garden,
- 1 press article published in 4 newspapers.



**5. Presentation of the opportunities offered by CAP in Ciuc area** (Harghita county, Romania): seminar for the presentation of the financing sources, of the alternative sources of income, raising the awareness of the general public on the challenges caused by climate changes, on renewable energy sources and on biodiversity protection. The seminar will emphasize the special characteristics of Ciuc area (in November 2016). 100 people are expected to participate (directly reached), this is 1,57% of the target group. The number of indirectly reached is 300.000 people (100% of the indirect target group) who will be informed about the event from press articles and the experiences related by the participants. Number of regions targeted: **1**. Number of outputs expected:

- 1 seminar,
- 1 press article published in 4 newspapers.

**6. Editing of promotional materials:** Editing, publishing and distributing promotional materials in order to promote the CAP, the healthy lifestyle, the sustainable land management, the European model of agriculture. The promotional materials will be published in the native languages of the target groups (in December 2016). 450 people will be directly reached, this is 7,06% of the target group. The number of indirectly reached is 300.000 people (100% of the indirect target group) who will get familiarized from the newspaper articles. Number of regions targeted: **3**.

Expected outputs:

- 450 mugs,
- 1 TV-spot about the CAP
- 450 USB memory sticks with copy of the TV-spot about the CAP,
- 450 reflective strips,
- 450 agricultural calendars,
- 450 sacs,
- 1 press article published in 4 newspapers.

**7. Presentation of the opportunities offered by CAP in Odorhei area** (Harghita county):- seminar for the presentation of the financing sources, of the alternative sources of income, raising the awareness of the general public on the challenges caused by climate changes, on renewable energy sources and on biodiversity protection. The seminar will emphasize the special characteristics of Odorhei area (January 2017). 100 people are expected to participate (directly reached), this is 1,57% of the target group. The number of indirectly reached is 300.000 people (100% of the indirect target group) who will be informed about the event from press articles and the experiences related by the participants. Number of regions targeted: **1**. Number of outputs expected:

- 1 seminar,
- 1 press article published in 4 newspapers.

**8. Presentation of the opportunities offered by CAP in Gheorgheni area** (Harghita county): seminar for the presentation of the financing sources, of the alternative sources of income, raising the awareness of the general public on the challenges caused by climate changes, on renewable energy sources and on biodiversity protection. The seminar will emphasize the special characteristics of Gheorgheni area (in February 2017). 100 people are expected to participate (directly reached), this is 1,57% of the target group. The number of indirectly reached is 300.000 people (100% of the indirect target group) who will be informed about the event from press articles and the experiences related by the participants. Number of regions targeted: **1**.

Expected outputs:

- 1 seminar,
- 1 press article published in 4 newspapers.

**9. Photo exhibition** – connected to project activities in order to promote them; in order to promote the European sustainable model of agriculture (in March 2017). 100 people are expected to participate (directly reached), this is 1,57% of the target group. The number of indirectly reached is 300.000 people (100% of the indirect target group) who will be informed about the event from press articles and the experiences related by the participants. Number of regions targeted: **3** (Center (RO), South (RO) and Dél-Alföld (HU)). Expected outputs:

- 1 photo exhibition,
- 1 press article published in 4 newspapers.

**10. Traditional products fair and exhibition for Easter:** with the participation of representatives of the partner region and the target group region from Hungary (in April 2017). 1000 people are expected to participate (directly reached), this is 15,71% of the target group. The number of indirectly reached is 300.000 people (100% of the indirect target group) who will be informed about the event from press articles and the experiences related by the participants. Number of regions targeted: **3** regions from 2 countries (Center (RO), South (RO) and Dél-Alföld (HU)). Expected outputs:

- 1 Traditional products' fair and exhibition,
- 1 press article published in 4 newspapers.

**11. Knowledge exchange** in Bács-Kiskun county, Hungary, where representatives of Romanian partners and stakeholders will participate. 15 representatives of partners from the 2 regions of Romania (Center, South) will visit farms from Bács-Kiskun county in May 2017, will get acquainted with best practices from the Hungarian region. 15 people are expected to participate (directly reached), this is 0,23% of the target group. The number of indirectly reached is 300.000 people – who will be informed about the event from press articles and the experiences related by the participants. Number of regions targeted: **3**, number of countries: 2.

Outputs of the activity:

- 1 international knowledge exchange,
- 1 press article published in 4 newspapers.

**12. Final conference** in Harghita county, in June 2017- organization of the final conference where 150 people (2,35% of the target group) are expected to participate, from 2 regions (Center (RO), South (RO)). The objective of the final conference is to evaluate the project outputs and to foster cooperation and communication between organizations and communities in rural areas by encouraging a strong partnership among all the actors involved in agriculture. Outputs of the activity:

- 1 conference,
- 1 press article published in 4 newspapers.

**The activities will contribute to the realization of the project objectives as follows:**

- Objective no. 1 will be realized by the activities no. 2,3,4,5,6,7,8,9,10,12
- Objective no. 2 will be realized by the activities no. 2,3,4,5,6,7,8,9,10,12
- Objective no. 3 will be realized by the activities no. 2,3,4,5,6,7,8,9,10,12
- Objective no. 4 will be realized by the activities no. 2,3,4,5,6,7,8,9,10,12
- Objective no. 5 will be realized by the activities no. 1,2,3,4,5,6,7,8,9,10,11,12
- Objective no. 6 will be realized by the activities no. 1,2,3,4,5,6,7,8,9,10,11,12

The **involved project partner** will actively participate in the project activities (conferences, seminars, Open days at the farmhouse, The village moves into the town, exhibitions, and knowledge exchange) and the representatives returning to their original regions will disseminate the acquainted information and will distribute the promotional materials.

The project activities will be implemented in partnership by Harghita County Council and Dambovita County Council, in cooperation with the **Rural Development Community Association of Harghita County**, the **Agricultural Chamber of Harghita County** and **Bács-Kiskun County Council** as the main involved organizations. The microregional associations will be also involved in the project implementation as rural development stakeholders.

The **Association of Inter Community and Rural Development** of Harghita County Council realize a range of complex activities for the development and protection of the rural values, based on the rural development policy of the Harghita County Council. The main activities realized by the Association of Inter Community and Rural Development of the Harghita County Council.

This association deals with organization of trainings with the following subjects:

Milk and milk products processing (in 2011 was organized a one week cheese producing course, on this event the number of participants was 70 people, in 2012 was organized in partnership with the Agricultural Chamber of Harghita County the second cheese producing course, on this event the number of participants was 600 people)

Organizes also consultation with the farmers, professional forums and assures knowledge transfer.

Supports the creation of rural and agricultural associations, NGOs; supports and supervises the cooperation between these organizations with the following professional profile: cattle breeders, sheep and goat breeders, pig breeders, milk processing, cheese production, fruit processing, traditional meat processing, production of traditional bakery products, potato production, gastronomy, beekeeping, trout farm, bio farming

Supports the functioning of professional associations: working out call for proposals for cattle, sheep and goat breeders organizations (asset acquisitions), call for proposals for organizing professional forums, call for proposals for fruit processing (improvement of the fruit processing technologies).

The **Agricultural Chamber of Harghita County** is the county level agency of the Romanian Ministry of Agriculture, which implements the CAP in Romania, and also is involved in spreading information and organizing assemblies with farmers. The Chamber of Agriculture develops the plan for agricultural advisory services in the county, organizes courses and lectures for farmers, provides agricultural information and advice for workers in agriculture and related fields, monthly organizes in Miercurea Ciuc the Traditional Local Products Fairs - thus helping local producers in sales, at the same time creates for customers the opportunity to regularly be able to buy healthy local products. The Chamber of Agriculture is focusing on the promotion of the traditional Szekler products, presenting them on various domestic and foreign forums. It is involved in the promotion of agricultural products and services, including those of local and organic products.

The project partner and the involved stakeholders will assist / undertake activities as follows:

1. Assuring the professional assistance in the field of agriculture and rural development
2. Identification of the target group
3. Elaboration of promotional materials concerning agriculture and rural development
4. Elaboration of presentations and articles in order to promote project activities
5. Organization of the activity no. 11 - Knowledge exchange in Bács-Kiskun county, (HU) in cooperation with the General Assembly of Bács-Kiskun County as twinned county of Harghita.

The following experts will participate at the implementation of the project from the project partner organization (CV-s attached) and stakeholder organizations:

**Dâmbovița County Council:**

1. **Gilia Valeriu Florin** – General Director, Department of European Programmes, Public Procurement, Communication and International Relations
2. **Breazu Mădălina** – European Programmes Officer, Department of European Integration
3. **Pavel Ruxandra** – Counsellor, Department of European Programmes, Public Procurement, Communication and International Relations

**Association of Inter Community and Rural Development of Harghita County Council**

*Ștefan Márton* - Head of department

**Agricultural Chamber of Harghita County:**

*Emma Ábrahám* - Executive Director

**c) Describe the information measures (on the basis of the main activities planned) and where it will be implemented.**

*Please describe the theme, messages and target public, detailed programme, timetable and ex-post evaluation methodology*

The following activities contain the main information measures:

3. "Falu a Városban" (The village moves into the town)
4. "Open days at the farmhouse"
5. Presentation of the opportunities offered by CAP in Ciuc area
7. Presentation of the opportunities offered by CAP in Odorhei area
8. Presentation of the opportunities offered by CAP in Gheorgheni area
9. Photo exhibition
10. Traditional products fair and exhibition for Easter
11. Knowledge exchange
12. Final conference

The location of the information activities:

- Activity no. 3: Harghita county, Romania
- Activity no. 4: Harghita county, Romania
- Activity no. 5: Harghita county, Romania
- Activity no. 7: Harghita county, Romania
- Activity no. 8: Harghita county, Romania
- Activity no. 9: Harghita county, Romania
- Activity no. 10: Harghita county, Romania
- Activity no. 11: Bács-Kiskun county, Hungary
- Activity no. 12: Harghita county, Romania.

The information measure will deal with the following subjects:

- Methods for development of alternative agriculture sectors (forest fruits, mushrooms, fruit preparation, bio-production)
- Getting the farmers from rural areas acquainted with the opportunities and benefits offered by the Common Agricultural Policy of the European Union in this content (possibilities, programs, direct aids to farmers, opportunities, alternative activities in rural areas, etc.) and ensuring a better public understanding of the CAP,

- Facing the new challenges, relating mainly to biodiversity, climate change, the challenges of food security, the sustainable use of natural resources
- Raising the general public's awareness of the CAP, familiarizing the general public with the multifunctional role of European Union farmers.
- Stimulating the interest of the general public and the youth about the role of agriculture and rural development in our society by promoting farmers' multiple roles and creating an image of dignity of the profession of farmer, so the profession could offer a choice of life, agreeable and stimulating alternative source of income.
- Raising awareness of the general public about promotion of agriculture in harmony with ecosystems by focusing on some sustainable products, with high quality, obtained from small and medium producers, but also by raising awareness about nutrition and the environment, support local economies and protection of various cultural identity
- Raising awareness about the importance of sustainable products, with quality, obtained from small and medium producers, creation of new workplaces, support the local economy and eliminate the demographic pressure on urban areas.
- Promoting local products, the best local food systems and promoting ecological agriculture food to help the agriculture sector to cope with economic crisis and high volatility of agricultural prices.
- Realizing a knowledge and experience exchange between small and medium producers, manufacturers from two different countries of the EU by presenting some best practices in the field of agriculture.

During the project, every month half-page articles will be published in 2 local and 2 regional newspapers about all the aspects of the CAP (alternative activities for people living in rural settlements: as forest fruits, mushrooms, fruit preparation, bio-production, possibilities, programs, direct aids to farmers, opportunities, new challenges, relating mainly to climate change - water management, biodiversity, the multifunctional role of farmers, promoting of healthy eating habits, milk and meat processing possibilities and technologies, promoting local products, making the agricultural stakeholders in rural areas acquainted with the opportunities and benefits offered by the Common Agricultural Policy of the European Union, etc), and about the project activities, the financial contribution of the EU to the implementation of the project. These articles will reach approximately 300.000 inhabitants from 2 regions of Romania, in their native language (Romanian, Hungarian).

**Target public:**

Population of 3 regions: Center (RO), South (RO) and Dél-Alföld (HU), from 2 countries (Romania and Hungary)

Producers, farmers, beneficiaries of the measures

Producers of traditional products

Consumers

Future generation of farmers, children (from kindergartens and schools)

**6365** people will be reached directly by the activities of the project, by the publications and promotional materials. **300.000** people will be indirectly reached by the newspaper articles which will appear monthly in 2 local and 2 regional newspapers.

**Ex-post evaluation methodology:**

To evaluate the information measures, during the last month of the project (June 2017) the Analysis Group of Harghita County Council (<http://analiza.judetulharghita.ro/>) will carry out an online evaluation survey for definition of the measures impact among the members of all the audience targeted by this information measure (farmers, stakeholders, local public, schools,

etc.). The results of the online survey will be evaluated by specialists of the Analysis Group. The survey will help us to analyze if we achieved to meet the expectations of the project. The evaluation of the survey will be summarised in a report, which will enable us to measure the impact of this information measure and can also be used for developing further actions. The online survey will have no costs involved, and it is an environmentally friendly method because it does not use paper printing. The success of the publications can be measured by the number of readers and viewers. The success of the fairs, exhibitions, ‘city farm’ nature activity and farm-visit will be measured by the number of the participants on these events.

**TIMETABLE FOR EACH STAGE OF THE INFORMATION MESURES  
SHOWING MAIN DATES AND EXPECTED RESULTS FOR EACH STAGE**  
(table to be repeated as many times as necessary)

Activity	Semester 1						Semester 2					
	Month 1	2	3	4	5	6	7	8	9	10	11	12
Implementation Activity 1 ( <b>Preparation activities</b> ). Results: 1 launching event with 150 participants expected; the population of target regions will be informed about the project activities.												
Implementation Activity 2 ( <b>Editing publications</b> ). Results: publications, posters, flyers addressed to the farmers and the possible future generation of farmers in order to promote sustainable agriculture and healthy lifestyle; 3150 inhabitants reached.												

<p>Implementation Activity 3 ("<b>Falu a Városban</b>") (<b>The village moves into the town</b>). Results: "city farm" thematic event with 1000 of participants expected; the population will be informed about the multifunctional role of farmers, the advantages of a healthy lifestyle. 1000 copies of flyers and also promotional materials will be published to promote the activity. Promotional materials (mugs, tshirts will be distributed to promote de activity)</p>													
<p>Implementation Activity 4 ("<b>Open days at the farmhouse</b>"). Results: thematic event - visit in the medicinal plant garden in Avrămești, with 50 participants</p>													
<p>Implementation Activity 5 (<b>Presentation of the opportunities offered by CAP in Ciuc area</b>). Results: thematic seminar with 100 participants; the population will be informed about the CAP, methods which could be utilized in Natura 2000 areas; about the elimination of toxic elements from food processing; the agricultural activities will be promoted – as sources of income – among youth people, etc.</p>													

<p>Implementation Activity 6 (<b>Editing of promotional materials</b>). Results: production and distribution of promotional materials to promote the CAP: 1 TV-spot about the CAP, 450 mugs, 450 USB memory sticks with copy of the TV-spot about the CAP, 450 reflective strips, 450 agricultural calendars, 450 sacs.</p>													
<p>Implementation Activity 7 (<b>Presentation of the opportunities offered by CAP in Odorhei area</b>). Results: thematic seminar with 100 participants; the population will be informed about the CAP, methods which could be utilized in Natura 2000 areas; about the elimination of toxic elements from food processing; the agricultural activities will be promoted – as sources of income – among youth people, etc.</p>													
<p>Implementation Activity 8 (<b>Presentation of the opportunities offered by CAP in Gheorgheni area</b>). Results: thematic seminar with 100 participants; the population will be informed about the CAP, methods which could be utilized in Natura 2000 areas; about the elimination of toxic elements from food processing; the agricultural activities will be promoted – as sources of income – among youth people, etc.</p>													





Posters (Activity no. 2) 375 EUR  
 Promotional materials about the project and the CAP - Mugs (Activity no. 6): 2025 EUR  
 Promotional materials - USB Sticks (Activity no. 6): 4050 EUR  
 Promotional materials - reflective strips (Activity no. 6) 3150 EUR  
 Promotional materials - agricultural calendars (Activity no. 6) 3600 EUR  
 Promotional materials - sacs (Activity no. 6): 1125 EUR  
 Publicity materials - flyers to promote Activity no. 3 - "The village moves into the town") 500 EUR  
 Production of TV-spot (Activity no. 2 and 6) 5000 EUR  
 Translation of documents - for publications - Activities 2, 3 and 6: 3420 EUR  
 Technical services related to organization of the Activity no.3 ("The village moves into the town"): 2000 EUR  
 Promotional materials for the Activity no.3: 5000 EUR  
 Promotion of the Activity no 3. in press: 3000 EUR

TOTAL costs for output: **45.095 EUR.**

The prices laid down in the budget table are coherent with the market prices and the number of man/days announced for the activities are reasonable compared to the workload. According to the above mentioned results that the cost of the outputs compared to the number of people targeted and compared to the impact of the measure is realistic.

- ***Cost of the HR involved in the project compared***
  - *compared to the number of people targeted*

The cost of human resources of the project are relatively low (**24,66%**) compared with the number of people targeted by the project (6365 people reached directly and 300.000 people reached indirectly).

The staff of the project is composed of:

1. The Project Manager (on behalf of the Beneficiary), responsible for project management, coordination of the team, coordination of the partners activities, communication with the management authority, risk analysis and management, management of the changes, planning of the activities and their timetable, coordination of activities, efficient allocation of material and financial resources, optimal sharing of tasks, monitorization of the individual and group (UIP) responsibilities. Is responsible for the fulfilment of the project objectives.
2. The Financial Responsible (on behalf of the Beneficiary): main tasks: financial management of the project, coordination of the project partners activities concerning financial items, continuous analysis of the financial risks, finding the necessary solutions, certification of completeness, correctness and reality of the information included in the reimbursement forms, registration in the accountancy system of all operations declared in the reimbursement documents.
3. Public Procurement Expert (on behalf of the Beneficiary): will have overall charge of the project's procurement in order to implement the project, shall work in close consultation with the project management team. Will initiate and implement the public procurement processes for every subcontracted service according to the rules of the Call and the National and European public procurement law.
4. The Project Coordinator (on behalf of the Beneficiary) is responsible for assisting the activity of the project manager, monitoring of the human resources and of the activities of the partners, elaboration of the supporting documents, assuring cooperation between project manager, UIP team members and partner, participation in event organization.
5. Legal Adviser (on behalf of the Beneficiary) - tasks: providing legal assistance to the project management team, reviewing contracts and other legal documents, supervises, analyses and researches the implication of laws, legislation, etc., that may affect the project implementation.
6. The Marketing /Communication Responsible (on behalf of the Beneficiary), main tasks:

activities linked to the information and promotion, internal and external communication, public relations, event organization, editing and printing of materials, maintaining the cooperation with the mass-media, evaluation and reporting.

• **What part of the budget is dedicated to each activity (or group of activities) /communication tool?**

*Please describe the resources necessary for each activity (or group of activities)/ communication tool (budget allocated, own staff, subcontractors, etc) and provide details justifying their usage.*

<b>Budget line per activity</b>	<b>Amount</b>
<p><b>1.Preparation activities/</b> budget lines  <i>Resources necessary for the activity:</i>  A.1.1 Project manager (Beneficiary)  A.1.2 Project coordinator (Beneficiary)  A.1.3. Responsible for project finance (Beneficiary)  A.1.4 Public procurement expert (Beneficiary)  A.1.5 Legal adviser (Beneficiary)  A.2.1 Responsible for marketing (Beneficiary):  A.3.2 – Interpreters  B.1.1 – Accommodation  B.2.1, B.2.2, B.2.3 - Meals for mission  B.3.1, B.3.2, B.3.4 – Travel  C.2.1 – rent of interpreter equipments</p>	<b>8404,17 EUR</b>
<p><b>2.Editing publications /</b> budget lines  <i>Resources necessary for the activity:</i>  A.1.1 Project manager (Beneficiary)  A.1.2 Project coordinator (Beneficiary)  A.1.3. Responsible for project finance (Beneficiary)  A.1.4 Public procurement expert (Beneficiary)  A.1.5 Legal adviser (Beneficiary)  A.2.1 Project marketing responsible (Beneficiary)  D.1.1 translation of documents - for publication  D.2.1 Publishing of 1500 multilingual publications addressed to school and kindergarten pupils in order to promote healthy lifestyle (Activity no. 2)  D.2.2 Release of press articles (Activities 1-12)  D.2.3 Publishing of flyers addressed to farmers (Activity no. 2)  D.2.4 Posters (Activity no. 2)</p>	<b>4750 EUR</b>
<p><b>3. "Falu a Városban" (The village moves into the town)/</b> budget lines  <i>Resources necessary for the activity:</i>  A.1.1 Project manager (Beneficiary)  A.1.2 Project coordinator (Beneficiary)  A.1.3. Responsible for project finance (Beneficiary)  A.1.4 Public procurement expert (Beneficiary)  A.1.5 Legal adviser (Beneficiary)</p>	<b>18174,24 EUR</b>

<p>A. 2.1 Project marketing responsible (Beneficiary)  A.3.2 – Interpreters  B.1.1, B.2.1, B.2.2, B.2.3 – Meals  B.3.1, B.3.2, B.3.4 – Travel  C.2.1 - rent of interpreter equipments  D.2.10 Publicity materials – flyers  D.5.1 Organization costs of the Activity no 3:  D.5.1.1. Technical services related to organization of the Activity no.3  D.5.1.2. Promotional materials for the Activity no.3  D.5.1.3.Promotion of the Activity no 3. in press</p>		
<p><b>4. "Open days at the farmhouse"/ budget lines</b>  <i>Resources necessary for the activity:</i>  - own staff:  A.1.1 Project manager (Beneficiary)  A.1.2 Project coordinator (Beneficiary)  A.1.3. Responsible for project finance (Beneficiary)  A.1.4 Public procurement expert (Beneficiary)  A.1.5 Legal adviser (Beneficiary)  A.2.1 Project marketing responsible (Beneficiary)  - subcontractors:  B.1.1, B.2.1, B.2.2, B.2.3 – Meals  B.3.1, B.3.2, B.3.4 – Travel</p>	<b>5142,75 EUR</b>	
<p><b>5. Presentation of the opportunities offered by CAP in Ciuc area/budget lines</b>  <i>Resources necessary for the activity:</i>  - own staff:  A.1.1 Project manager (Beneficiary)  A.1.2 Project coordinator (Beneficiary)  A.1.3. Responsible for project finance (Beneficiary)  A.1.4 Public procurement expert (Beneficiary)  A.1.5 Legal adviser (Beneficiary)  A.2.1 Project marketing responsible (Beneficiary)  A.3.1 External experts - agriculture and CAP experts  A.3.2 – Interpreters  - subcontractors:  B.1.1 – Accommodation  B.2.1, B.2.2, B.2.3 - - Meals for mission  B.3.1, B.3.2 – Travel  C.1.1 Rent of rooms for seminars and exhibitions  C.1.2 Rent of interpreters equipment</p>	<b>8565,85 EUR</b>	
<p><b>6. Editing of promotional materials /budget lines</b>  <i>Resources necessary for the activity:</i>  - own staff:  A.1.1 Project manager (Beneficiary)  A.1.2 Project coordinator (Beneficiary)  A.1.3. Responsible for project finance (Beneficiary)  A.1.4 Public procurement expert (Beneficiary)  A.1.5 Legal adviser (Beneficiary)  A.2.1 Project marketing responsible (Beneficiary)</p>	<b>20200 EUR</b>	

<p>- <i>subcontractors</i>:</p> <p>D.2.5. Promotional materials- Mugs (Activity no. 6)</p> <p>D.2.6 Promotional materials - USB Sticks (Activity no. 6)</p> <p>D.2.7 Promotional materials - reflective strips (Activity no. 6)</p> <p>D.2.8 Promotional materials - agricultural calendars (Activity no. 6)</p> <p>D.2.9 Promotional materials - sacs (Activity no. 6)</p> <p>D.3.1 Production of TV-spot</p>		
<p><b>7. Presentation of the opportunities offered by CAP in Odorhei area / budget lines</b></p> <p><i>Resources necessary for the activity:</i></p> <p>- <i>own staff</i>:</p> <p>A.1.1 Project manager (Beneficiary)</p> <p>A.1.2 Project coordinator (Beneficiary)</p> <p>A.1.3. Responsible for project finance (Beneficiary)</p> <p>A.1.4 Public procurement expert (Beneficiary)</p> <p>A.1.5 Legal adviser (Beneficiary)</p> <p>A.2.1 Project marketing responsible (Beneficiary)</p> <p>A.3.1 External experts - agriculture and CAP experts</p> <p>A.3.2 – Interpreters</p> <p>- <i>subcontractors</i></p> <p>B.1.1 – Accommodation</p> <p>B.2.1, B.2.2, B.2.3 - - Meals for mission</p> <p>B.3.1, B.3.2, B.3.4 – Travel</p> <p>C.1.1 Rent of rooms for seminars and exhibitions</p>	<b>8565,85 EUR</b>	
<p><b>8.Presentation of the opportunities offered by CAP in Gheorgheni area / budget lines</b></p> <p><i>Resources necessary for the activity:</i></p> <p>- <i>own staff</i>:</p> <p>A.1.1 Project manager (Beneficiary)</p> <p>A.1.2 Project coordinator (Beneficiary)</p> <p>A.1.3. Responsible for project finance (Beneficiary)</p> <p>A.1.4 Public procurement expert (Beneficiary)</p> <p>A.1.5 Legal adviser (Beneficiary)</p> <p>A.2.1 Project marketing responsible (Beneficiary)</p> <p>A.3.1 External experts - agriculture and CAP experts</p> <p>A.3.2 – Interpreters</p> <p>- <i>subcontractors</i></p> <p>B.1.1 – Accommodation</p> <p>B.2.1, B.2.2, B.2.3 - - Meals for mission</p> <p>B.3.1, B.3.2, B.3.4 – Travel</p> <p>C.1.1 Rent of rooms for seminars and exhibitions</p>	<b>8565,85 EUR</b>	
<p><b>9. Photo exhibition / budget lines</b></p> <p><i>Resources necessary for the activity:</i></p> <p>- <i>own staff</i>:</p> <p>A.1.1 Project manager (Beneficiary)</p> <p>A.1.2 Project coordinator (Beneficiary)</p>	<b>5202,75 EUR</b>	

<p>A.1.3. Responsible for project finance (Beneficiary)  A.1.4 Public procurement expert (Beneficiary)  A.1.5 Legal adviser (Beneficiary)  A.2.1 Project marketing responsible (Beneficiary)  - <i>subcontractors:</i>  B.1.1, B.2.1, B.2.2, B.2.3 – Meals  B.3.1, B.3.2, B.3.4 – Travel</p>		
<p><b>10. Traditional products fair and exhibition for Easter</b>  / budget lines  <i>Resources necessary for the activity:</i>  - <i>own staff:</i>  A.1.1 Project manager (Beneficiary)  A.1.2 Project coordinator (Beneficiary)  A.1.3. Responsible for project finance (Beneficiary)  A.1.4 Public procurement expert (Beneficiary)  A.1.5 Legal adviser (Beneficiary)  A.2.1 Project marketing responsible (Beneficiary)  A.3.2 – Interpreters  -<i>subcontractors:</i>  B.1.1, B.2.1, B.2.2, B.2.3 – Meals  B.3.1, B.3.2, B.3.4 – Travel</p>	<b>7674,18 EUR</b>	
<p><b>11. Knowledge exchange</b> /budget lines  <i>resources necessary for the activity:</i>  - <i>own staff:</i>  A.1.1 Project manager (Beneficiary)  A.1.2 Project coordinator (Beneficiary)  A.1.3. Responsible for project finance (Beneficiary)  A.1.4 Public procurement expert (Beneficiary)  A.1.5 Legal adviser (Beneficiary)  A.2.1 Project marketing responsible (Beneficiary)  -<i>subcontractors:</i>  B.1.2 Accomodation of the representatives of  Romanian partners in Hungary, Bács-Kiskun  county  B.2.4 coffee-break - activity no. 11 -exchange of  experience (in Bács-Kiskun county, Hungary)  B.2.5. lunch - activity no. 11 -exchange of  experience (in Bács-Kiskun county, Hungary)  B.2.6 dinner - activity no. 11 -exchange of  experience (in Bács-Kiskun county, Hungary)  B.3.3.international travel for - activity no. 11 -  exchange of experience to Bács-Kiskun county,  Hungary, for 15 people  B.3.5. internal travel for - activity no. 11 -exchange  of experience, in Bács-Kiskun county, Hungary  C.1.1 Rent of rooms for seminars and exhibitions</p>	<b>8404,17 EUR</b>	
<p><b>12. Final conference</b> /budget lines  <i>resources necessary for the activity:</i>  - <i>own staff:</i>  A.1.1 Project manager (Beneficiary)  A.1.2 Project coordinator (Beneficiary)  A.1.3. Responsible for project finance (Beneficiary)</p>	<b>8404,17 EUR</b>	

A.1.4 Public procurement expert (Beneficiary) A.1.5 Legal adviser (Beneficiary) A.2.1 Responsible for marketing (Beneficiary) A.3.2 – Interpreters <i>-subcontractors:</i> B.1.1 – Accommodation B.2.1, B.2.2, B.2.3 - - Meals for mission B.3.1, B.3.2, B.3.4 – Travel C.2.1 – rent of interpreter equipments	
D.4 Evaluation costs - costs for independent and authorized expert for financial audit (subcontracted activity)	<b>3000 EUR</b>

- **What part of the budget will be subcontracted to third parties**

*List here in detail all parts of the activities that will be subcontracted to third parties for implementation by clearly referring to the relevant budget lines and the indicative amount from each budget line that will be subcontracted. Sum up the total of the budget to be subcontracted to third parties.*

<b>Budget Line</b>	<b>Amount to be subcontracted</b>	<b>Detailed description of activities to be subcontracted</b>
External experts - agriculture and CAP experts (budget line A.3.1)	6000 EUR	fees of speakers who will hold presentations at seminars, conferences, information campaigns, exhibitions, 200 eur/person/day
Interpreters (budget line A.3.2)	11000 EUR	fees of interpreters for conferences, exhibitions, seminars; Languages: English, Romanian, Hungarian, 550 EUR/day
Accommodation for missions/travel (budget line B1)	10300 EUR	a) accommodation for representants of partner county / target group regions, in total 40 persons (for 6 activities) * 100 EUR/night  b) accommodation for 15 persons * 3 nights * 140 EUR/night in Bács-Kiskun county, Hungary, for the Experience exchange - Activity no.11. (15 people will participate, from the Romanian partner counties)
Meals for mission / travel (budget line B2)	27980 EUR	a) costs for coffee breaks for 2750 participants of total at 9 events, 2 EUR/coffee break/person  b) costs for lunch for 500 participants in total for 9 events, 25 EUR/lunch/person (for representants of partner county / target group regions, organizers of the

		<p>events, translators, speakers, leaders of the stakeholders institutions - invited to the activities)</p> <p>c) costs for dinner for 140 participants in total for 9 events, 40 EUR/dinner/person (for representatives of partner county and target group regions, organizers of the events, translators, speakers)</p> <p>d) costs for 2 coffee breaks/day for for 20 persons * 3 days * 4 EUR/ coffee break/person, for Activity no.11</p> <p>e) costs for lunches for 20 persons * 3 days, 25 EUR/lunch/person, for Activity no.11</p> <p>f) costs for dinners for 20 persons * 3 days, 40 EUR/lunch/person</p>
Travel (budget line B3)	6350 EUR	<p>a)costs for travel of 25 persons in total for the 6 events, 50 EUR/travel - for the representatives of the Romanian partner county</p> <p>b)costs for internal travels for activities, 50 travels in total, 40 EUR/ average travel</p> <p>c)costs for 1 international travel to Bács-Kiskun county for 15 person: 1300 km, 1 EUR/km + 100 EUR toll fees</p> <p>d)costs for travels of representants of the Hungarian target region to the activities from Harghita county.</p> <p>e) costs for internal travels for the locations of activity 11 - in settlements of Bács-Kiskun county for 15 Romanian participants, 300 km, 1 EUR/km</p>
Rent and equipment (budget line C)	6800 EUR	<p>a) costs for renting rooms for 3 seminars, 1 experience exchange</p>



		(of 3 days in Hungary), and 2 exhibitions, 8 total days * 500 EUR  b) costs for renting interpreters equipment for 7 activities, total 7 days * 400 EUR
Translators of documents – for publications (budget line D.1.1)	3420 EUR	Translation of texts of the project publications. Languages: English, Romanian, Hungarian. 45 EUR * 20 page of multilingual publication for children, 45 EUR*4 page of flyers for farmers, 45 EUR * 12 page of newspaper articles, 45 EUR*2 pages for poster. Every page produced will be translated to the two other languages - in total 38 pages*2=76 pages * 45 EUR
Publishing of 1500 copies multilingual publications addressed to school and kindergarten pupils in order to promote healthy lifestyle (budget line D.2.1)	1500 EUR	Editing and publishing 1500 copies of multilingual publications
Release of Press articles (budget line D.2.2)	9600 EUR	Publication of monthly press articles in 2 local and 2 regional newspapers - 12 month * 4 articles)
Publishing of flyers addressed to farmers (budget line D.2.3)	750 EUR	Editing and publishing flyers addressed to farmers, in 3 languages: 700 copies in Romanian, 700 copies in Hungarian, 100 in English
Designing and printing posters (budget line D.2.4)	375 EUR	Designing and printing 150 posters to present the activities of the project, for inviting citizens to the events
Promotional materials (budget line D.2.5, D.2.6, D.2.7, D.2.8, D.2.9)	13950 EUR	a) 4,5 EUR * 450 copies of labeled mugs b) 9 EUR * 450 copies of labeled USB sticks, containing the TV-spot c) 7 EUR * 450 copies of labeled reflective strips d) 8 EUR * 450 copies of agricultural

		calendars e) 2,5 EUR * 450 copies of labeled sacs
Publicity materials - flyers (Activity no. 5 –budget line D.2.10)	500 EUR	Editing and printing 1000 flyers to promote the Activity no.5, 0,5 EUR/copy
Technical services related to organization of the Activity no.3 – budget line D.5.1.1.	2000 EUR	Subcontracting of the necessary technical services for organizing the Activity no. 3
Promotional materials for the Activity no.3 – budget line D.5.1.2.	5000 EUR	Subcontracting of desing and realization of promotional materials for the activity no. 3 (mugs, t-shirts, etc.)
Promotion of the Activity no 3. in press – budget line D.5.1.3.	3000 EUR	Subcontracting of press (written and audio-visual) services in order to promote the activity no.3
Production of TV-spot	5000 EUR	Production of 1 TV-spot to present the objectives of the CAP and the activities of the project
Evaluation costs	3000 EUR	Costs for independent and authorized expert for financial audit (subcontracted activity)
<b>Total budget to be subcontracted</b>	<b>116525 EUR</b>	

**e) Project management:**

*The quality of the project management: the quality of the procedures and of the allocation of tasks in view of implementing the various activities of the proposed measure.*

In order to assure a quality project management and for an efficient information during planning, implementation and quality control of the project there will be established the necessary organizational structures and will be utilized the adequate ITC instruments.

The main body responsible for project implementation will be the Project Implementation Unit (UIP). The UIP members are: the Project Manager, the Financial Responsible, the Marketing/communication Responsible, the Project Coordinator, the Public procurement expert and the Legal adviser on behalf of the Beneficiary. The UIP main activities refer to the implementation of GANTT, of the articles included in the contract, to the risk management and analysis, to the management of the necessary changes, to the fulfilment and monitoring of the proposed indicators and to the coordination of the financial management of the project.

The successful cooperation between the project partners will be assured through on-line

meetings. Besides the Beneficiary will organize three meetings for an efficient project management.

On the project launching event there will be discussed and shared the tasks and responsibilities, the activities will be synchronized and the communication order among the partners will be also established.

The main themes of the second project partners meeting will be: the analysis of the results of the target groups and of the experiences gained during the implementation of activities.

At the final meeting the project partners will examine and will exchange the experiences gained during project implementation, will analyze the indicators and budget items and will elaborate the final report.

Besides assuring project management quality, the Beneficiary and the Project Partner will give a special attention to the technical quality of the project. The quality management system has to warranty that each task will be done according to an adequate quality and according to the time schedule.

The human resources necessary for project implementation are the following: the management team is composed of 1 project manager, 1 project coordinator, 1 responsible for project finance and 1 responsible for marketing, 1 public procurement expert and 1 legal adviser at the Beneficiary. The management will be assisted also by subcontracted expert (financial audit).

The material resources are the following: the Beneficiary and the Project Partner will assure the necessary resources as follows: offices for management activities, conference hall for the launching event and for the final conference, exposition hall for the photo exhibition (activity no. 9), and necessary IT equipment.

The main activities of the project management and partnership:

- 1.1. Establishing project implementation team
- 1.2. Elaboration of the contracts necessary for project implementation
- 1.3. Organization of the launching event with the invitation of project partners, of the project management team and of the experts involved in project implementation.
- 1.4. Public procurement and signing the contracts for goods and services procurement
- 1.5. Organization of the on-line project meetings
- 1.6. Organization of the second project partners meeting
- 1.7. Organization of the final conference
- 1.8. Online survey for definition of the measures impact
- 1.9. Project finalization

In the framework of the project management activities and in partnership will be assured the administrative, financial and technical management, as well as the risk management, quality providing and fulfilment of contract articles. The responsible of these activities is the lead partner.

To evaluate the information measures, during the last month of the project (June 2017) the Analysis Group of Harghita County Council (<http://analiza.judetulharghita.ro/>) will carry out an online evaluation survey for definition of the measures impact among the members of target groups by this information measure (farmers, stakeholders, local public, schools, etc.). The results of the online survey will be evaluated by specialists of the Analysis Group. The survey will help to analyze the achievement of the project objectives. The evaluation of the survey will be summarized in a report, which will enable us to measure the impact of this information measure and can also be used for developing further actions.

**The project management team is composed by:**

1. The Project Manager (Beneficiary) - Role: project management, coordination of the team, coordination of the partners activities, communication with the management authority, risk analysis and management, management of the changes, planning of the activities and their timetable, coordination of activities, efficient allocation of material and financial resources,

optimal sharing of tasks, monitorization of the individual and group (UIP) responsibilities. Is responsible for the fulfilment of the project objectives.

2. The Financial Responsible (Beneficiary)- Role: financial management of the project, coordination of the project partners activities concerning financial items, continuous analysis of the financial risks, finding the necessary solutions, certification of completeness, correctness and reality of the information included in the reimbursement forms, registration in the accountancy system of all operations declared in the reimbursement documents.

3. The Project Coordinator (Beneficiary) Role: assisting the activity of the project manager, monitoring of the human resources and of the activities of the partners, elaboration of the supporting documents, assuring cooperation between project manager, UIP team members and partners, participation in event organization.

4. The Marketing /Communication Responsible (Beneficiary). Role: the responsibilities in the framework of the project refer to the activities linked to the information and promotion, internal and external communication, public relations, event organization, editing and printing of materials, maintaining the cooperation with the mass-media, evaluation and reporting.

5. Public Procurement Expert (Beneficiary) - Role: will have overall charge of the project's procurement in order to implement the project, shall work in close consultation with the project management team. Will initiate and implement the public procurement processes for every subcontracted service according to the rules of the Call and the National and European public procurement law.

6. Legal Adviser (Beneficiary) - Role: providing legal assistance to the project management team, reviewing contracts and other legal documents, supervises, analyses and researches the implication of laws, legislation, etc., that may affect the project implementation.

The independent and authorized Financial Auditor (subcontracted activity). Role: according to the law verifies that all the costs declared by the Beneficiary in the intermediate and final reimbursement form are conform, correctly registered in the accountancy documents and in costs evidences, and are eligible according to the contract. Following the control activities undertaken issues a report on the verified costs, respecting the standardized chart provided by the financing body.

**2 PLANNED DURATION OF THE [ACTION] / [WORK PROGRAMME] (in months):**

**Planned starting date:** 1 July 2016

**Project period:** 1 July 2016 – 30 June 2017 (12 months)

**Activities:**

#### **1.Preparation activities – July 2016**

**Aims:** analyzing information level, organizing of a launching event (in July 2016). All the possible contributors to the success of the project will be invited: the project partner organization, managers of Microregional Associations, directors of Agricultural or rural associations, mayors of settlements - to participate at the launching event, in order to measure the need of information of the people they represent and to decide the content of the information distributed. 150 people are expected to participate (directly reached), this is 2,35% of the target group. The number of indirectly reached is 300.000 people (100% of the indirect target group) who will be informed about the event from press articles and the experiences related by the participants. Number of regions targeted: **2** (Center (RO), South (RO) from Romania. Number of outputs expected:

1 launching event,  
1 press article published in 4 newspapers.

## **2. Editing publications – August 2016**

Publications and articles will be edited and distributed among target groups in order to promote the CAP. Publications, posters, flyers addressed to the farmers and the possible future generation of farmers – published in their native languages – in order to promote sustainable agriculture and healthy lifestyle (in August 2016). At least 3150 people are directly reached; this is 49% of the target group. The number of indirectly reached is 300.000 people (100% of the indirect target group) who will get familiarized with the edited publications, and will read the newspaper articles. Number of regions targeted: **2**. Number of outputs expected:

- 1500 copies of brochures for children,
- 1500 flyers for farmers and general public,
- 150 posters,
- 1 press article published in 4 newspapers

## **3. "Falu a Városban" (The village moves into the town) – September 2016**

Organization of city farm event in Harghita county, Romania, Invitation of the partner region and target group regions. 1000 people are expected to participate (directly reached), this is 15,71% of the target group. The number of indirectly reached is 300.000 people (100% of the indirect target group) who will be informed about the event from the flyers, press articles and the experiences related by the participants. Number of regions targeted: **3** (Center (RO), South (RO) and Dél-Alföld (HU)). Number of outputs expected:

- 1 event of a 'city farm' nature which help to explain the importance of agriculture to the urban population,
- 1000 copies of flyers to promote the activity,
- 1 press article published in 4 newspapers

## **4."Open days at the farmhouse" – October 2016**

Farm visit in the medicinal plant garden in Avrămești, Harghita county, with the participation of involved regions (in October 2016). 50 people are expected to participate (directly reached), this is 0,78% of the target group. The number of indirectly reached is 300.000 people (100% of the indirect target group) who will be informed about the event from the experiences related by the participants and from the newspaper articles. Number of regions targeted: **3** (Center (RO), South (RO) and Dél-Alföld (HU)). Number of outputs expected:

- 1 event of an 'open farm' nature which aim to showcase to citizens the role of agriculture (eg. best practices, innovation projects) at the medicinal plant garden,
- 1 press article published in 4 newspapers.

## **5. Presentation of the opportunities offered by CAP in Ciuc area – November 2016**

Organization of a seminar in Ciuc area, Harghita county (Romania) for the presentation of the financing sources, of the alternative sources of income, raising the awareness of the general public on the challenges caused by climate changes, on renewable energy sources and on biodiversity protection. The seminar will emphasize the special characteristics of Ciuc area (in November 2016). 100 people are expected to participate (directly reached), this is 1,57% of the target group. The number of indirectly reached is 300.000 people (100% of the indirect

target group) who will be informed about the event from press articles and the experiences related by the participants. Number of regions targeted: **1**. Number of outputs expected:

- 1 seminar,
- 1 press article published in 4 newspapers.

**6. Editing of promotional materials: – December 2016**

Editing and publishing of promotional materials in order to promote the CAP, the healthy lifestyle, the sustainable land management, the European model of agriculture. The promotional materials will be published in the native languages of the target groups (in December 2016). 450 people will be directly reached, this is 7,06% of the target group. The number of indirectly reached is 300.000 people (100% of the indirect target group) who will get familiarized from the newspaper articles. Number of regions targeted: **2**.

Expected outputs:

- 450 mugs,
- 1 TV-spot about the CAP
- 450 USB memory sticks with copy of the TV-spot about the CAP,
- 450 reflective strips,
- 450 agricultural calendars,
- 450 sacs,
- 1 press article published in 4 newspapers

**7. Presentation of the opportunities offered by CAP in Odorhei area – January 2017**

Seminar for the presentation of the financing sources, of the alternative sources of income, raising the awareness of the general public on the challenges caused by climate changes, on renewable energy sources and on biodiversity protection in Odorhei area, Harghita county. The seminar will emphasize the special characteristics of Odorhei area (in January 2017). 100 people are expected to participate (directly reached), this is 1,57% of the target group. The number of indirectly reached is 300.000 people (100% of the indirect target group) who will be informed about the event from press articles and the experiences related by the participants. Number of regions targeted: **1**. Number of outputs expected:

- 1 seminar,
- 1 press article published in 4 newspapers

**8. Presentation of the opportunities offered by CAP in Gheorgheni area -**

February 2017

Seminar in Gheorgheni area, Harghita county: for the presentation of the financing sources, of the alternative sources of income, raising the awareness of the general public on the challenges caused by climate changes, on renewable energy sources and on biodiversity protection. The seminar will emphasize the special characteristics of Gheorgheni area (in February 2017). 100 people are expected to participate (directly reached), this is 1,57% of the target group. The number of indirectly reached is 300.000 people (100% of the indirect target group) who will be informed about the event from press articles and the experiences related by the participants. Number of regions targeted: **1**. Expected outputs:

- 1 seminar,
- 1 press article published in 4 newspapers.

### **9. Photo exhibition – March 2017**

Organization of a photo exhibition connected to project activities in order to promote them; in order to promote the European sustainable model of agriculture (in March 2017). 100 people are expected to participate (directly reached), this is 1,57% of the target group. The number of indirectly reached is 300.000 people (100% of the indirect target group) who will be informed about the event from press articles and the experiences related by the participants. Number of regions targeted: **3** (Center (RO), South (RO) and Dél-Alföld (HU)). Expected outputs:

- 1 photo exhibition,
- 1 press article published in 4 newspapers.

### **10. Traditional products fair and exhibition for Easter– April 2017**

Event with the participation of partner regions representatives (in April 2017). 1000 people are expected to participate (directly reached), this is 15,71% of the target group. The number of indirectly reached is 300.000 people (100% of the indirect target group) who will be informed about the event from press articles and the experiences related by the participants. Number of regions targeted: **3** regions from 2 countries (Center (RO), South (RO) and Dél-Alföld (HU)). Expected outputs:

- 1 Traditional products' fair and exhibition,
- 1 press article published in 4 newspapers.

### **11. Knowledge exchange in Bács-Kiskun county, Hungary – May 2017**

Organization of a transnational knowledge exchange where representatives of Romanian partners and stakeholders will participate. 15 representatives of partners from the 2 regions of Romania (Center (RO), South (RO)) will visit farms from Bács-Kiskun county in May 2017, will get acquainted with best practices from the Hungarian region. 15 people are expected to participate (directly reached), this is 0,23% of the target group. The number of indirectly reached is 300.000 people – who will be informed about the event from press articles and the experiences related by the participants. Number of regions targeted: **3**, number of countries: 2.

Outputs of the activity:

- 1 international knowledge exchange,
- 1 press article published in 4 newspapers.

### **12. Final conference in Harghita county, in June 2017.**

Organization of the final conference where 150 people (2,35% of the target group) are expected to participate, from the partner regions (Center and South (RO)). The objective of the final conference is to evaluate the project outputs and to foster cooperation and communication between organizations and communities in rural areas by encouraging a strong partnership among all the actors involved in agriculture. Number of regions targeted: **2**. Outputs of the activity:

- 1 conference,
- 1 press article published in 4 newspapers.

## LEGAL NOTICE

Applicants are informed that, under the Financial Regulation applicable to the general budget of the European Union, no grants may be awarded retrospectively for actions already completed. In those exceptional cases accepted by the [Commission] / [agency] where applicants demonstrate the need to start the action or work programme before the agreement is signed or the decision notified, expenditure eligible for financing may not have been incurred before the grant application was lodged or in the case of an operating grant, before the start of the beneficiary's budgetary year.

## 3 BUDGET

### 3.1 Estimated Budget [Expenditure table](#) and [Income table](#)

*Applications must include a detailed estimated budget in balance in which all costs are given in euros. Applicants from countries outside the euro zone may use either the conversion rates published in the Official Journal of the European Union, series C, during the month in which they are submitting the application, or the monthly rate published on the Commission's website at [www.ec.europa.eu/budget/inforeuro/](http://www.ec.europa.eu/budget/inforeuro/).*

#### Summary (in €)

- a) Eligible costs: 135.215,00 EUR
- b) Total costs: 144.680,05 EUR
- c) Requested Union Funding: 77.072,55 EUR
- d) Rate of funding requested: 50%