

2. Complementary questions

- A) **Level of accuracy in the definition of the intervention**
The grant is admitted to the project in its whole according to the activities specified in the application.
- B) **Context of the intervention**
The intervention corresponds to an existing frame and is not a specific grant dedicated to the project in question.
- C) **Partnership between territorial authorities and holders.**
There is no partnership between territorial authorities and the holders. The project is managed bottom-up by the holders.
- D) **Non financial intervention**
No non-financial interventions

4.3 – General questions (in case of several territorial authorities' interventions)

The project is funded by only one territorial authority. But, according the informant, the general impression is that different territorial authorities are badly coordinated.

4.4 – Financial information

Share of grants and self-financing (figures concerning several years as far as possible).

	Territorial authorities						Self-financing
	Europe	Nuts 1 (State)	Nuts 2	Nuts 3...	Nuts 4	Nuts 5	
Amount (€)	€0	€40.000,-	€0	€0	€0	€0	€40.000,-
Share (%)	0%	50%	0%	0%	0%	0%	50%

➔ **Share of public grants in the project: 50%**

All.5 – Analysis of the intervention of the territorial authorities in the project

5.1 – Effectiveness of the intervention of the territorial authorities

✘ **Have the forecasted objectives of the project been achieved ?**

Objectives	Answer
Objective 1: Quality measures	Average
Objective 2: New dishes	Partially
Objective 3: Know how/skills	Average
Objective 4: Study-tour, Italy	Done
Objective 5: Information sharing	Average

✘ Are there any non forecasted objectives that have been achieved ?

None in particular

✘ Environment of the project :

None in particular

Effectiveness of the project: Average

5.2 Relevance of the terms of intervention of the territorial authorities

The interventions were relevant because the project would not have been realized without financial assistance from territorial authorities.

Relevancy of interventions: Good

5.3 –Monitoring

There has been no systematic monitoring from territorial authorities throughout the project period.

5.4 – Efficiency of the territorial authorities interventions

The project is a basic investment in “soft structures” like network building, quality improvements, support of local identity, market images, etc. that will only carry fruit in future. Therefore it is premature, or rather impossible, to conclude at present time about revenues and jobs that the project will create in the years to come.

AIII Fjellgeit BA

AIII.2. - Product description

Product 3 : Fjellgeit BA (food product)
Type of product, local name, brief description
The product is a cheese made of goat milk. The name of the cheese is “Kvitmuggost”. Traditionally the goats are in the mountains all summer and eat the rich mountain grass.
Area of the production:
The goat milk comes from 20 goat farmers in Nord-Gudbrandsdalen (Oppland county) and Nord-Østerdalen (Hedmark county)
Area of processing:
It's processed on license by Dovre diary. Dovre diary is located in the municipality of Dovre.
Official origin or quality label or designation or private brand:
Annual turnover of the commodity chain:
The company was established in spring 2004, and has one part time employed. Have not yet got any significant number of the turnover

Volume of production
In 2004 we produced approx. 1000 kg. In 2005 the production will rise to approx. 4500 kg
Number of producers
20 goat farmers participate in the company and the supply all the milk to this production
Marketing/selling area:
Both local and outside the territory
Direct employment generated by the commodity chain:
Totally 8 man-labour years

AIII.3 - Project description form

Context (in brief): organisation of the holders and the environment of the project

- ✘ **Project title:** Profitable goat
- ✘ **Duration:** Initiated 27.05.03, closed 30.06.05
- ✘ **Initiative:**

The project “Fjellgeit BA” was initiated to meet the challenges which confront goat-farming in the mountain regions of Nord-Gudbrandsdal and Nord-Østerdal. Goat milk production in these areas are characterised by small producers situated at considerable distance apart. Due to diseconomies of scale, this implies that the future of goat farming in the regions is threatened. In 2003 therefore seven goat farmers got together and formed a preliminary organisation that should venture to develop new goat products. Six months later the firm Fjellgeit BA was established, and by midsummer 2004 the cheese Fjellgeit was presented for the first time.

✘ Description of the **organisation** that carries out the project:

- Name of the organisation: *Fjellgeit BA*
- Who are the holders: Fjellgeit BA is owned by 27 persons, mainly farmers.
- Constitution of the organisation: Fjellgeit BA is a business firm that should develop and sell products made from goat.
- Date of creation: Fjellgeit BA was established 3. March 2004.
- Purpose: The overall aim of Fjellgeit BA is to strengthen the goat farming in the regions of Nord Gudbrandsdal and Nord Østerdal. The means to achieve this goal is to develop and venture new products made from goat. Cheese is important in this respect, but other products like meat, wool, and “goat rental” for cleansing of bush land, etc. might also be relevant.
- general budget of the association: In 2004-05 the general budget was €150.000,-. About €62.500,- was earned from cheese sales

✘ Which difficulties, linked to the context, are met by the holders?

Distribution and logistics represent the main difficulties that Fjellgeit BA has to meet. Thus far local stores and restaurants have been the main sales channels. In addition the Fjellgeit cheese has been distributed through several fine-food shops in Oslo.

Another difficulty, connected to the first point, has been distance to the market.

No difficulties faced by Fjellgeit BA so far are particularly related to location within mountain areas.

✘ Assets met linked to the context

The presence of mountain and forest pastures close to national parks represents an important asset for goat farming in the area. Local traditions of cheese production from goat milk represent another asset.

That Dovre ysteri (local cheese factory) owned by Tine BA (the main cheese producer in Norway) took the responsibility for producing the cheese was extremely important, because this made it unnecessary to make investments in production equipment. The highly competent staff of Dovre Ysteri also took part in developing the Fjellgeit cheese.

Finally, tourists who visit the area are an asset because they tend to buy the Fjellgeit cheese as a souvenir.

Content of the project :

✘ General objectives :

The general objective Fjellgeit BA and the 'profitable goat project' is to strengthen goat farming in the regions of Nord Gudbrandsdal and Nord Østerdal through developing new products made from goat. This principal objective is clearly defined and shared by the holders.

✘ Operational objectives :

1. Develop new productions made from goat, e.g. cheese
2. Mobilisation, improve communication and cohesion among goat milk producers in Nord Gudbrandsdal and Nord Østerdal
3. Work out a logistics programme for distribution of goat products
4. Work out a market-profile and logo for Fjellgeit products

AIII.4 – Description of the action / intervention of the territorial authorities

4.1 – Which territorial authorities supported the project ?

Name of territorial authority	NUTS level
<i>Verdiskapingsprogrammet for mat/Innovation Norway</i>	NUTS 1 and 2
<i>Municipalities of Ringebu, Lom, Skjåk, Vågå, Dovre</i>	NUTS 4

4.2 - Description of the intervention of each territorial authority

→ Description tables of territorial authorities' intervention

4 questions	8 sub-questions	Answer
WHO ?	Name of the territorial authority	Innovation Norway/Verdiskapingsprogrammet for mat. Municipalities of Ringebu, Lom, Skjåk, Vågå and Dovre
FOR WHICH PURPOSE ?	What are the concrete actions supported?	<ul style="list-style-type: none"> a. Test production of cheese b. Distribution of cheese c. Marketing d. Project management e. Information/coordination producers/goat farmers f. Network activities
HOW ?	Type of the intervention	Financial support according to a – f above
	Direct beneficiaries of the intervention / measure	Producers of goat milk/goat farmers in Nord Gudbrandsdal and Nord Østerdal
	Conditions to be fulfilled by the beneficiaries	Written report when the project is finished. No particular conditions should be met by the goat farmers themselves.
	Modalities and duration of the intervention	One time financial grant
HOW MANY ?		<ul style="list-style-type: none"> - Amounts granted: € 75.000,- by Innovation Norway and € 11.000,- by the municipalities - financing rates: 55% - financial ceiling: € 150.000,-

2. Complementary questions [one answer by intervention of territorial authority]

- A) Level of accuracy in the definition of the intervention**
The grants of the territorial authorities are dedicated to the project in its whole.
- B) Context of the intervention**
The project is funded by Verdiskapingsprogrammet for mat. (National quality improvement programme for food production) which is a programme administered by Innovation Norway on behalf of the Department of agriculture and food safety. The intervention is in agreement with standard Innovation Norway procedure and is thus not in any particular sense adapted to the Fjellgeit project.
- C) Partnership between territorial authorities and holders.**
Because the Fjellgeit project was initiated and managed by local farmers it is a bottom up venture.
- D) Non financial intervention**
None in particular, but the staff of Dovre Ysteri has been very helpful.

4.3 – General questions (in case of several territorial authorities' interventions)

Both Innovation Norway and the municipalities supported the project in its totality. They did not coordinate their interventions.

4.4 – Financial information

Share of grants and self-financing:

	Territorial authorities						Self-financing
	Europe	Nuts 1 (State)	Nuts 2	Nuts 3...	Nuts 4	Nuts 5 (local farmers' organizations)	
Amount (€)	€ 0	€ 75.000,-	€ 0	€ 0	€ 11.000,-	€ 2000	€ 62000,-
Share (%)		50%			7,5%	1 %	41,5%

➔ Share of public grants in the project: 57,5%

AIII.5 – Analysis of the intervention of the territorial authorities in the project

5.1 – Effectiveness of the intervention of the territorial authorities

✘ Have the forecasted objectives of the project been achieved ?

Objectives	Answer
Objective 1: New products made from goat	Fully achieved. Two types of goat cheese have been developed.
Objective 2: Increased cohesion among goat farmers in the region	Achieved. The firm Fjellgeit BA has been established with 27 local owners
Objective 3: Logistics programme for cheese distribution	Achieved. Ostecompagniet (national cheese distribution company) will take over the distribution of Fjellgeit cheese from February 2006
Objective 4: Market profile and logo	Achieved

✘ Are there any non forecasted objectives that have been achieved ?

Yes, two sorts of goat cheese have been developed, whereas only one type of cheese was applied for in the project.

✘ Environment of the project :

The project may have positive environmental impact because goats are helpful in cleansing of bush land. This makes up a positive contribution to the conservation of landscapes and cultural heritage.

Effectiveness : Good

5.2 Relevance of the terms of intervention of the territorial authorities

Relevancy of interventions: Good. Without intervention the project would not have been accomplished.

5.3 –Monitoring

There has been no systematic monitoring by territorial authorities throughout the project.

✘ Quality of the relations and collaboration between the territorial authorities and the holders

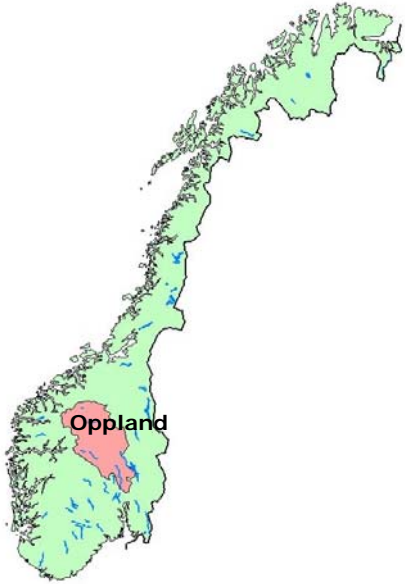

Collaborative relations have been good.

The monitoring is: Average (i.e. in agreement with Innovation Norway’s standard procedures)

5.4 – Efficiency of the territorial authorities interventions

Long term consequences of the project, in terms of value added and new jobs, are impossible to measure at the present. But the project has without doubt made a positive contribution to ensure future goat farming in affected regions.

B.1 - Area description. Study area 2 Valdres

Study area 2 : Valdres - 6 municipalities (6 * NUTS 4) Community of 6 municipalities, common regional council	
1/ Map	
Norway and Oppland	Valdres in Oppland
	
2/ Geographical environment:	
<p>The region Valdres consists of one main valley and in the bottom you find the river Begna. In addition there are some other branch valleys. The region's sub-arctic climate and its topography, result in high cost production. The short growing season limits the variety of crops that can be grown as well as the yield.</p> <ul style="list-style-type: none"> • Mountains massif: Jotunheimen, Gausdal Vestfjell • Area 5 406 km² • Altitude between 157 and 2100 m. • 100% mountain areas (as 93% of Norway is considered as mountain areas) 	
3/ Economic and social dynamics	
<ul style="list-style-type: none"> • Population 18 308 (2002) • Density of population, 3,5 persons pr. km² • Negative demographic evolution <p>Activities are: About 74% of the population between 16 – 74 years are employed. Employment according to statistic data from 2002</p>	

Activities	Numbers of employments	Percent
Agriculture, hunting and forestry	1 138	13 %
Manufacturing and Mining	642	7 %
Electricity, gas and water supply	125	1 %
Construction	895	10 %
Wholesale and retail trade,	1 258	14 %
Hotels and restaurants	544	6 %
Transport, storage and communications	439	5 %
Real estate , renting and business activites	568	6 %
Public administration and defence, education, health, etc.	3 092	35 %
Others	78	1 %
Total	8 779	100 %

The farms in Valdres are in average small, and for many it has always been necessary to get some income from pluri-activities or from work outside the farm. Mountain dairy farming is still important in the region. Milk and meat are the most important productions. Long tradition in rural-tourism, but special in the mountains area there are several hotels and other kind of lodging. There is also a big winter sport centre in the region. The rate of employment in public administration, education and health services is high, and seems to be increasing. The city Fagernes is the centre in the region

4/ Description of policy organisation and zoning

Study area=Region of Valdres (voluntary grouping of 6 municipalities)
- County of Oppland (NUTS 2)
- Region Valdres (NUTS 3)
- Municipalities (NUTS 4)

The Regional Councils of Valdres is trying to establish a regional nature and culture park (after the French model) as the first in Norway.

The Regional Councils of Valdres has got the responsibility for “BU-midlene” in the region (national pilot project). This is a fund where farmers can apply for economic support to build barns etc, or any kind of sideline productions. In this way the region has the opportunity to decide the direction of development in the region.

The Regional Councils of Valdres has also got the responsibility for “DA-midlene” in the region. This is a regional political compensation for rural districts, and can be used to development project initiated by the business word in the region.

BI Valdres Rakfisk BA

BI.2 Product description

Product 1 : Valdres Rakfisk BA(<i>food products</i>)
Type of product, local name, brief description
The product is half-fermented trout/fish. The name of the product is Rakfisk. This product has been processed in the area for several hundred years.

2/ Area of the production:
There are many local producers of rakfisk in both Gudbrandsdalen and Valdres. The producers of the company Valdres Rakfisk, comes from the municipalities of Nord Aurdal and Vestre Slidre in Valdres.
Area of processing:
The producers of Valdres Rakfisk have all their own processing plants.
Official origin or quality label or designation or private brand:
The fish is local produced and local processed. The product has the “Speciality Brand” from The Norwegian Food Branding Foundation.
Annual turnover of the commodity chain:
Approx. 3.125.000 €
Volume of production
Total volume approx. 130.000 kg.
Number of producers
There is 6 fish farmers/ producers who cooperates to ensure a high level of quality, etc.
Marketing/selling area:
Both local and outside the territory
Direct employment generated by the commodity chain:
Approx. 20 man-labour years.

BI.3 Project description

Context (in brief): organisation of the holders and the environment of the project

- ✘ **Project title:** Rakfisk from Valdres
- ✘ **Duration:** Initiated 2001, closed 2005
- ✘ **Initiative:**

Valdres Rakfisk BA was established by 6 producers of half fermented trout (rakfisk) in the Valdres region. The firm was established in order to secure the quality of half fermented trout produced by the participants of the project. Other main purposes were to make sure that only trout produced by local fish farms was marketed under the brand “Rakfisk from Valdres”, to make this brand known, and to build market confidence around the brand.

- ✘ Description of the **organisation** that carries out the project:

Valdres Rakfisk BA is cooperative non-commercial firm under limited responsibility (samvirkeforetak). It was created in year 2000, and it is owned by 6 local producers of half fermented trout. Although Valdres Rakfisk is organized as a business company, its objectives are commercial only in an indirect sense. That is, Valdres Rakfisk BA should prepare the ground for increased profits among its holders through strengthening their network relations, secure processing and quality of locally produced fish. Valdres Rakfisk BA holds the brand Rakfisk from Valdres, and only fish processed by the owners of Valdres Rakfisk BA is permitted to be sold under this brand. The turnover of Valdres Rakfisk BA varies according the activity of the firm. The company’s main source of revenue is a voluntary fee of 1,00 NOK per 1 kg fish sold by the owners. The total turnover made by the holders of Valdres Rakfisk BA is about 20 million NOK (2,5 million Euro) each year. About 70 persons are employed part time in the processing of half fermented fish. The annual turnover per man labour year is approximately 1 million NOK or € 125.000,-.

✘ Which difficulties, linked to the context, are met by the holders?

One continuous problem is limited financial resources. Other problems are related to different size of the producers that cooperate through Valdres Rakfisk BA, divergent business strategies and visions about the future. Producers of half fermented fish based on local raw fish face a major challenge because concessions for fresh water fish-farming have been fixed since 1988. Production of half fermented fish also faces bureaucratic difficulties because they are under jurisdiction of both the Ministry of agriculture and the Ministry of fishery. This, among other things, leads to tiresome and long-lasting decision procedures.

Location within a mountain area causes no particular problems to producers of half fermented fish.

✘ Assets met linked to the context

An important asset is the unbroken tradition of half fermented trout production in the area. This is because the Valdres region has many lakes with a rich history of inland fishery. Another advantage is that fresh water fish farming was initiated already in the late 1960's, well before restrictive concession rules put a limit to this industry. For this reason, the availability of local raw fish for commercial production is comparatively better in Valdres than other Norwegian mountain regions. Short distance to the Oslo region and the steady increasing market caused tourism are also important assets for the production of half fermented fish. The fact that there are many producers in the region, has led to invention better processing technology, improvement of quality, and product differentiation. Together these factors have strengthened the fame and traditionally good reputation of Rakfisk from Valdres.

Content of the project :

✘ General objective :

The overall goal of the project "Rakfisk from Valdres" is to create a shared understanding among the six producers, who participate in the project, about what it means to produce high quality half fermented trout. That is, how to produce a local food speciality with clearly identifiable and predictable positive qualities.

✘ Operational objectives :

The project has four operational aims:

- i. To improve communication among the participants
- ii. To implement shared standards of quality
- iii. To gain knowledge about the market
- iv. To develop logo and gain national protected designation of origin for "Rakfisk from Valdres"

BI.4 Description of the action / intervention of the territorial authorities

4.1 – Which territorial authorities supported the project ?

Name of territorial authority	NUTS level
Initially “Verdiskapings-programmet for mat”, now Innovasjon Norge (Innovation Norway)	NUTS 1 (national level) and 2 (county level)

4.2 - Description of the intervention of each territorial authority

4 questions	8 sub-questions	Answer
WHO ?	Name of the territorial authority	<i>Innovation Norway (NUTS 1 and 2)</i>
FOR WHICH PURPOSE ?	What are the concrete actions supported?	<p><i>Cf. the operational objectives mentioned above:</i></p> <ul style="list-style-type: none"> - <i>To improve communication among the participants</i> - <i>To implement shared standards of quality</i> - <i>To gain knowledge about the market</i> - <i>To develop logo and gain national protected designation of origin for “Rakfisk from Valdres”</i> <p><i>Over the last two years 20 meetings and workshops have been organized to accomplish these aims.</i></p>
HOW ?	Type of the intervention	<i>A lump sum financial grant related to the mentioned operational objectives.</i>
	Direct beneficiaries of the intervention / measure	<i>The six producers that hold Valdres Rakfisk BA.</i>
	Conditions to be fulfilled by the beneficiaries	<i>A written report that accounts for actual expenditures should be sent Innovation Norway after the project is finished.</i>
	Modalities and duration of the intervention	<i>One time grant</i>
HOW MANY ?		<ul style="list-style-type: none"> - <i>Amounts granted: € 115 000</i> - <i>financing rates: 46%</i> - <i>financial ceiling: € 250 000</i>

2. Complementary questions

A) Level of accuracy in the definition of the intervention

The grant of the territorial authority is dedicated to the project as a whole.

B) Context of the intervention

The intervention corresponds to an existing frame run by Innovation Norway on behalf of the Ministry of Agriculture. No particular modifications have been made to meet the requirements of the project.

C) Partnership between territorial authorities and holders.

Innovation Norway has not participated directly in the project. The project holders would appreciate more active participation from Innovation Norway in future projects.

D) Non financial intervention

“Matmerk” (The directory of protected designations) has provided valuable information and support in the process of obtaining protected designation of origin for Rakfisk from Valdres. (Protected designation has no yet been consented.)

4.3 – General questions (in case of several territorial authorities’ interventions)

Not relevant.

4.4 – Financial information

Share of grants and self-financing (figures concerning several years as far as possible).

	Territorial authorities						Self-financing
	Europe	Nuts 1 (State)	Nuts 2	Nuts 3...	Nuts 4	Nuts 5	
Amount (€)		€ 115 000					€ 135 000
Share (%)		46%					54%

→ Share of public grants in the project: 46%

BI.5 Analysis of the intervention of the territorial authorities in the project

5.1 – Effectiveness of the intervention of the territorial authorities

✘ Have the forecasted objectives of the project been achieved ?

Objectives	Answer
<i>Objective 1: Communication improvement</i>	<i>Partially achieved</i>
<i>Objective 2: Shared quality standards</i>	<i>Achieved</i>
<i>Objective 3: Market knowledge</i>	<i>Partially achieved</i>
<i>Objective 4: Logo, marketing design, and protected designation</i>	<i>Logo and market design implemented. Final consent to protected designation of origin not yet given.</i>

✘ **Are there any non forecasted objectives that have been achieved ?**

None in particular

✘ **Environment of the project :**

The project has no negative impact on the environment. As regards aquaculture in fresh water, the fish are nowadays raised in closed systems that leave no pollution to the outer environment.

Effectiveness : Good

5.2 Relevance of the terms of intervention of the territorial authorities

The project has been carried out in agreement with the conditions stated by Innovation Norway. A bit more active participation from Innovation Norway and room of manoeuvre would be welcomed by the project holders. No doubt the financial support from Innovation Norway has been very helpful to realize the project. Probably the project would nevertheless been realized without governmental support, but then the process would certainly been more time consuming and the ambitions of the project would perhaps have been lowered.

Relevancy of interventions: Average

5.3 –Monitoring

Except from the report about to be written when the project is finished, there has been no regular monitoring of the project by Innovation Norway. According to the project holders, monitoring and following up by Innovation Norway has been insufficient.

5.4 – Efficiency of the territorial authorities interventions

The project is a basic investment in “soft structures” like network building, quality improvements, support of local identity, market images, etc. that will only carry fruit in future. Therefore it is premature, or rather impossible, to conclude at present time about revenues and jobs that the project will create in the years to come.

BII Valdres Kurv

BII.2 Product description

Product 2 : Valdres Kurv (<i>food products</i>)
Type of product, local name, brief description
Cured sausages. The local name is “Valdres Kurv”. It is a traditional skill to produce cured sausages and it’s common traditional food.
2/ Area of the production:
The producers come from all the 6 municipalities in the region of Valdres
Area of processing:
Most are processed on license by Vang Pølsemakeri and Helle Slakteri, but also processed at local producers.

Official origin or quality label or designation or private brand:
Annual turnover of the commodity chain:
Approx. 1.875.000 €
Volume of production
Approx. 60.000 sausages
Number of producers
Totally 16 producers. These days they are establishing the company Valdres Kurv.
Marketing/selling area:
Both local and outside the territory
Direct employment generated by the commodity chain:
Approx. 13 man-labour years.

BII.3 Project description

Context (in brief): organisation of the holders and the environment of the project

Valdres Kurv:

Prosjektnavn: Opprinnelsesmerking av kurv fra Valdres

Start: Juni 2005

Slutt: Juni 2006

- ✘ **Project title:** Designation of origin for Valdres sausages
- ✘ **Duration:** Start June 2005, end June 2006.
- ✘ **Initiative:**

The project was initiated by Valdres Matforum BA with the intent to build a network among small scale producers of traditional sausages in the Valdres region. Through establishing stronger cooperative ties among the producers, the idea is to increase production, secure quality, and ultimately make production of traditional sausages more profitable.

- ✘ Description of the **organisation** that carries out the project:

Valdres Matforum BA is a cooperative non-commercial firm under limited responsibility (samvirkeforetak). The firm is owned by 42 holders of which 14 holders produce traditional sausages. Valdres kurv BA is carried out as a separate project by the 14 sausage producers.

Valdres Matforum BA was established in 2002 in order to help and support small scale producers of local food specialties. Annual turnover of Valdres Matforum is about 400 000 NOK or € 50 000.

- ✘ Which difficulties, linked to the context, are met by the holders

Restricted financial resources are not the main challenge of Valdres kurv BA, but to build cooperation and trust among the participants. Expressed in other words, the challenge is to establish a shared understanding of possible benefits from cooperation between competing small scale producers within the same industry. How to find the right mix of cooperation and competition so that the result becomes a “plus sum game” which makes every producer a winner?

This is a general problem not in any particular sense connected to mountain areas.

✘ Assets met linked to the context

A strong and unbroken tradition of local sausage making is clearly an asset for Valdres kurov. Availability of meat from a local slaughterhouse points in the same direction. Moreover, there is a great variety of local sausages. One reason for this is that meat from both wild and domesticated animals is used in the production. Another reason is the different spice mixes added to the sausages. Relative closeness to the market of the Oslo region is also an advantage. Besides, the local market is considerable because there are a lot of cabins and vacation homes in the area.

Probably the assets mentioned are not linked to location in a mountain area.

Content of the project :

✘ General objectives :

The general purposes of Valdres kurov and 'the designation of origin project' are to establish a shared horizon of understanding between the participants, to implement standard procedures to secure product quality and identity, and to combine strategies of cooperation and competition that leave each participant with a bigger share of a developing market.

To establish a common understanding of the objectives is one of the main challenges of the project.

✘ Operational objectives :

The project has three operational objectives:

- i. Work out a business plan for production of local sausages in Valdres
- ii. Work out a graphic design for the participants in the project
- iii. Establish protected designation of origin for local sausages.

BII.4 Description of the action / intervention of the territorial authorities

4.1 – Which territorial authorities supported the project ?

Name of territorial authority	NUTS level
<i>Innovation Norway</i>	NUTS 1 and 2

4.2 - Description of the intervention of each territorial authority

4 questions	8 sub-questions	Answer
WHO ?	<i>Innovation Norway</i>	NUTS 1 and 2
FOR WHICH PURPOSE ?	What are the concrete actions supported?	The concrete actions supported are: <ul style="list-style-type: none"> i. <i>Work out a standard instruction that certifies production procedures and sausage quality.</i> ii. <i>Work out a common graphical profile/market image for sausages from Valdres.</i> iii. <i>Make a record the historical tradition of sausage production in the region.</i> iv. <i>Work out a business plan for Valdres Kurv BA.</i> v. <i>Work out and follow up an application for protected designation of origin for Valdres kurv.</i>
HOW ?	Type of the intervention	<i>A lump sum financial grant related to the mentioned operational objectives.</i>
	Direct beneficiaries of the intervention / measure	14 small scale local sausage producers in the Valdres region.
	Conditions to be fulfilled by the beneficiaries	<i>A written report that accounts for actual expenditures should be sent Innovation Norway after the project is finished</i>
	Modalities and duration of the intervention	One time grant.
HOW MANY ?		Amounts granted € 65.000,-

2. Complementary questions

A) Level of accuracy in the definition of the intervention

The grant is given to the project as a whole in agreement with the aims specified in the application.

B) Context of the intervention

The grant is given within an existing national frame (= verdiskapingsprogrammet for mat).

C) Partnership between territorial authorities and holders.

Innovation Norway has not participated directly in the project. The project holders would appreciate more active participation from Innovation Norway in future projects.

D) Non financial intervention

None in particular, but Mattilsynet (The department of food security) should assist in the efforts to establish standard food processing methods.

4.3 – General questions (in case of several territorial authorities' interventions)

Not relevant.

4.4 – Financial information

Share of grants and self-financing (figures concerning several years as far as possible).

	Territorial authorities					Self-financing	
	Europe	Nuts 1 (State)	Nuts 2	Nuts 3...	Nuts 4	Nuts 5	
Amount (€)		€ 65.000,-					€ 65.000,-
Share (%)		50%					50%

→ Share of public grants in the project: 50%

BII.5 Analysis of the intervention of the territorial authorities in the project

5.1 – Effectiveness of the intervention of the territorial authorities

✘ **Have the forecasted objectives of the project been achieved ?**

Because Valdres kurv is a project in progress it is too early to conclude to what extent forecasted objectives have been realized. The plan is to close the project in 2007.

✘ **Are there any non forecasted objectives that have been achieved ?**

Not so far.

✘ **Environment of the project :**

The project has no environmental impact.

Effectiveness : Not relevant

5.2 Relevance of the terms of intervention of the territorial authorities

Cf. 5.1. above, it is impossible to answer the questions because the project is not finished.

5.3 –Monitoring

With exception from a written report when the project is finished, Innovation Norway does not in general monitor the projects that are involved in during the project period.

5.4 – Efficiency of the territorial authorities interventions

Impossible to answer, because the project is not finished.

Appendix:

Supplementary comments on the intervention of Innovation Norway in the projects

By and large the case studies from Oppland are funded by Innovation Norway. Because of this, a few words about Innovation Norway – how the institution is organized and how it executes its mandate - may be welcomed.

Innovation Norway was established 1st. of January 2004 by uniting four separated public institutions originally created to support different industries. These institutions were ‘The Norwegian tourist council’, ‘The Norwegian export council’, ‘The office for innovators’, and ‘The Norwegian regional development fund’. Innovation Norway is placed under the Ministry of trade and industry and is situated at three different administrative levels or NUTS. First, the central organization of Innovation Norway is found at state level or NUTS 1. Second, Innovation Norway has offices in each county (fylke). This corresponds to NUTS 2. When we write NUTS 1 and 2 in the report, this reflects the fact that Innovation Norway is situated at both state level and in the counties. Finally, Innovation Norway is represented in several major cities abroad.

Different ministries allocate money for various purposes through Innovation Norway. Three of the case studies from Oppland are for example funded by ‘verdiskapingsprogrammet for mat’ (i.e. the programme for development of local food specialities). This programme is administered by Innovation Norway, but the money initially comes from ‘The Ministry for agriculture and food’. Another programme that is very important for mountain regions is the rural development programme (BU-middel). This programme is part of a negotiated agreement between The ministry for agriculture and food and the farmers’ organizations. However, the money raised through this agreement is administered by Innovation Norway.

Innovation Norway is represented in all Norwegian counties, and applications for public grants are normally dealt with at this level. Nord-Gudbrandsdalen and Valdres represent an exception in this regard concerning allocations from the rural development programme. This is because a pilot project is going on in these regions where grants from this programme are assigned at the regional level (NUTS 3).

To save money already allocated for local and regional purposes, applicants regularly try to achieve grants from highest administrative level of Innovation Norway. It is nevertheless impossible to get funding on more than one administrative level for the same project. For example, it is impossible to get grants from both county and state level for the same venture.

Innovation Norway does not participate in the actual execution of projects they decide to fund. There is a principal reason for this policy choice, because it is generally not a good idea that the same public agency should initiate projects, then execute the projects, and finally evaluate the projects. Such practices are likely to blur a reasonable system of checks and balances.

Innovation Norway thus takes a passive role toward the projects they choose to support. The agency may provide some advice during the application process, but the application writing is left to the applicants and their consultants. The overall aims of the project and the operational objectives/actions to be supported are listed in the application (cf. operational objectives in the project form), and the grant is given to the project in its whole with specific amounts of money related to each operational objective. Innovation Norway does usually not intervene

during the project period. Only major changes in the project call upon active intervention from Innovation Norway, whereas minor modifications are just accepted without further argument.

Grants given by Innovation Norway are usually transferred to project holders in portions on the basis of reports that account for progress made in the projects. The final portion of money is paid when the project is finished. This last transfer is based on the final project report together with an account which shows how the money has been used. Final reports and project accounts are the only regular monitoring instruments applied by Innovation Norway. Once a year Innovation Norway evaluates its different programmes, but these evaluation meetings are attended only by Innovation Norway personnel.

Because Innovation Norway is rather passive throughout the project period, and because the case studies from Oppland apply a bottom up approach where information is supplied by the stakeholders of the projects, it is difficult to give a precise and critical appraisal of the interventions made by Innovation Norway.

In addition to this general comment a more specific remark related to the case studies from Oppland could be given: A shared characteristic of these projects is that they focus on what we might call innovative investments in soft structures. That is, the main focus of the projects is to build networks, raise competence, work out schemes of distribution and logistics, create brands, attain legal protection of origin of designation, etc. The goal attainment and efficiency of such operational objectives/actions is very hard to measure in any precise and quantifiable sense. Besides, the positive/negative effects caused by the projects will only turn up in the future after the projects are closed. What is common to all cases from Oppland is that they represent investments that may, or may not give positive consequences in terms of employment and profits in the future. This of course makes it difficult at the present to assess whether the cases represent success stories or not.