


Procedure file

Basic information		
INI - Own-initiative procedure	2013/2098(INI)	Procedure completed
Regional branding: towards best practice in rural economies		
Subject		
3.10.02 Processed products, agri-foodstuffs		
3.10.03 Marketing and trade of agricultural products and livestock		
4.50 Tourism		
4.70 Regional policy		

Key players				
European Parliament	Committee responsible	Rapporteur	Appointed	
	AGRI Agriculture and Rural Development		05/03/2013	
		S&D ANDRIEU Eric		
		Shadow rapporteur		
		PPE ZVER Milan		
		ALDE JOHANSSON Kent		
European Commission	Committee for opinion	Rapporteur for opinion	Appointed	
	TRAN Transport and Tourism			
	REGI Regional Development		19/06/2013	
		ECR VLASÁK Oldřich		
	Commission DG	Commissioner		
	Agriculture and Rural Development	CIOLOȘ Dacian		

Key events			
10/06/2013	Committee referral announced in Parliament		
26/11/2013	Vote in committee		
10/12/2013	Committee report tabled for plenary	A7-0456/2013	Summary
14/01/2014	Results of vote in Parliament		
14/01/2014	Decision by Parliament	T7-0017/2014	Summary
14/01/2014	End of procedure in Parliament		

Technical information	
Procedure reference	2013/2098(INI)

Procedure type	INI - Own-initiative procedure
Procedure subtype	Initiative
Legal basis	Rules of Procedure EP 54
Other legal basis	Rules of Procedure EP 159
Stage reached in procedure	Procedure completed
Committee dossier	AGRI/7/12107

Documentation gateway

Committee draft report		PE506.226	25/07/2013	EP	
Committee opinion	REGI	PE516.946	16/10/2013	EP	
Amendments tabled in committee		PE521.502	16/10/2013	EP	
Committee opinion	TRAN	PE516.979	11/11/2013	EP	
Committee report tabled for plenary, single reading		A7-0456/2013	10/12/2013	EP	Summary
Text adopted by Parliament, single reading		T7-0017/2014	14/01/2014	EP	Summary
Commission response to text adopted in plenary		SP(2014)320	26/05/2014	EC	

Regional branding: towards best practice in rural economies

The Committee on Agriculture and Rural Development adopted the own-initiative report by Eric Andrieu (ALDE, FR) on regional branding: towards best practice in rural economies. It welcomed the integrated approach to territorial development outlined in the [future framework regulation on regional policy](#), noting the need for coordination and consistency between the various European funds as a way of guaranteeing harmonious, sustainable and balanced territorial development. It also welcomed the concept of community-led local development and called on Member States to implement this concept and to remove any hindrances to managing this innovative new approach. Although territorial quality branding was intended to drive a territorial value creation process seeking to encompass products and services within a perspective of identity and social responsibility and to complement the existing origin-related agri-foodstuff quality labelling schemes, branding of this kind goes further in that it applies across the board to all products, goods, and services in a given territory and to the management model used by businesses, institutions, and local actors in that territory.

Member States and their regional authorities were asked to promote more dynamic forms of participatory governance as a way of implementing common territorial development projects able to cover all economic sectors, including tourism. The report noted that closer coordination of local actors could help strengthen rural economies, and that the purpose of strategic coordination was to tap resources by incorporating and going beyond a sectoral or single- industry approach and instead calling for the employment of territorial approaches which generated new revenue through the marketing of sets of complementary goods and services which reflected the specific characteristics of each territory. Members called for greater attention to be paid to regional branding initiatives as a possible common theme in European territorial cooperation and European funding initiatives.

The report went on to call on the Commission to include various forms of tourism involving rural activities in related measures and programmes such as European Destinations of Excellence (EDEN) and Calypso, and stressed the need for targeted initiatives and programmes to promote rural tourism activities. The Commission and Member States were also asked to ensure that future rural development programmes provided for appropriate measures and sufficient resources to facilitate good governance by strengthening the measures based on collective operations: measures concerning cooperation, coordination, exchanges, networks, innovation, training, producer groups, promotion, information and investment, provided for in the new rural development regulations.

Taking account of the proliferation of multiple labels and regional brandings regarding food products in Europe Members called on the Commission to draw up an inventory of brands with specific regional features, in order to avoid any possible negative effects on the quality schemes. They maintained that the concept of regional branding should be clearly defined, taking into account the favourable experience with existing quality labels (PDO, AOC, PGI), and that coordinated strategies should be drawn up to avoid duplication and overlapping, proceeding from a shared common approach based on a framework to be laid down at EU level.

Regional branding: towards best practice in rural economies

The European Parliament adopted by 532 votes to 66 with 31 abstentions on regional branding: towards best practice in rural economies.

Parliament emphasised that agricultural regions played a multifunctional role involving not only agricultural development but also other economic and social activities revolving around local skills, know-how and investment in the pinpointing and harnessing of all local assets and resources. It welcomed the integrated approach to territorial development outlined in the [future framework regulation on regional policy](#), noting

the need for coordination and consistency between the various European funds as a way of guaranteeing harmonious, sustainable and balanced territorial development. It called on Member States to implement the concept of community-led local development. Although territorial quality branding was intended to drive a territorial value creation process seeking to encompass products and services within a perspective of identity and social responsibility and to complement the existing origin-related agri-foodstuff quality labelling schemes, branding of this kind goes further in that it applies across the board to all products, goods, and services in a given territory and to the management model used by businesses, institutions, and local actors in that territory.

Parliament stressed the need for more dynamic forms of participatory governance as a way of implementing common territorial development projects able to cover all economic sectors, including tourism. Parliament noted that closer coordination of local actors could help strengthen rural economies, and that the purpose of strategic coordination was to tap resources by incorporating and going beyond a sectoral or single-industry approach and instead calling for the employment of territorial approaches which generated new revenue through the marketing of sets of complementary goods and services which reflected the specific characteristics of each territory. Members called for greater attention to be paid to regional branding initiatives as a possible common theme in European territorial cooperation and European funding initiatives.

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Taking account of the proliferation of multiple labels and regional brandings regarding food products in Europe, Members called for an inventory of brands with specific regional features, in order to avoid any possible negative effects on the quality schemes. Parliament maintained that the concept of regional branding should be clearly defined, taking into account the favourable experience with existing quality labels (PDO, AOC, PGI), and that coordinated strategies should be drawn up to avoid duplication and overlapping, proceeding from a shared common approach based on a framework to be laid down at EU level.

Lastly, Parliament invited the Commission to support Member States efforts in promoting new forms of cooperation for rural areas, around the territorial excellence branding, with the aid of tools included in the CAP reform such as the Unions LEADER initiative, and the European Innovation Partnership (EIP).