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*Committee on Agriculture and Rural Development*

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**2013/2098(INI)**

16.10.2013

# **AMENDMENTS**

## **1 - 100**

**Draft report**  
**Eric Andrieu**  
(PE506.226v01)

on regional quality branding: towards best practice in rural economies  
(2013/2098(INI))

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PE521.502v01-00

**EN**

*United in diversity*

**EN**



**Amendment 1**  
**Giancarlo Scottà**

**Motion for a resolution**  
**Heading 1**

*Motion for a resolution*

*Amendment*

*on regional quality branding: towards best practice in rural economies*

*deleted*

Or. en

**Amendment 2**  
**Eric Andrieu**

**Motion for a resolution**  
**Heading 1**

*Motion for a resolution*

*Amendment*

*on regional quality branding: towards best practice in rural economies*

*on territorial excellence branding: a new means of governance in rural development policies*

Or. fr

**Amendment 3**  
**Esther Herranz García, María Auxiliadora Correa Zamora, Herbert Dorfmann**

**Motion for a resolution**  
**Heading 1**

*Motion for a resolution*

*Amendment*

*on regional quality branding: towards best practice in rural economies*

*fostering best practice to revitalise rural economies*

Or. es

**Amendment 4**  
**Milan Zver**

**Motion for a resolution**  
**Heading 1**

*Motion for a resolution*

on regional **quality branding**: towards best practice in rural economies

*Amendment*

on **support for** regional **integration and management**: towards best practice in rural economies

Or. sl

**Amendment 5**  
**Giancarlo Scottà**

**Motion for a resolution**  
**Heading 1 a (new)**

*Motion for a resolution*

*Amendment*

**Towards best practice in rural economies:  
O.R.I.G.I.N. Optimising Rural  
Investments Granting Interterritorial  
Networking**

Or. en

**Amendment 6**  
**Britta Reimers**

**Motion for a resolution**  
**Recital A**

*Motion for a resolution*

A. whereas the concept of **territorial** development has taken on increased importance in recent years, **in particular as a result of the inclusion of a more explicit reference to it in the Lisbon Treaty**;

*Amendment*

A. whereas the concept of **regional** development has taken on increased importance in recent years;

Or. de

## Amendment 7

**Britta Reimers**

### Motion for a resolution

#### Recital B

##### *Motion for a resolution*

B. whereas European rural development policy, which is part of the second pillar of the CAP, was officially recognised in the context of the Agenda 2000 reform, whereas that reform gave rural development policy a status beyond that of a social and structural policy implemented merely as an adjunct to policy on agricultural markets, ***and whereas that rural development policy, which is seen as being closely bound up with regional policy, is now increasingly geared towards territorial approaches;***

##### *Amendment*

B. whereas European rural development policy, which is part of the second pillar of the CAP, was officially recognised in the context of the Agenda 2000 reform, whereas that reform gave rural development policy a status beyond that of a social and structural policy implemented merely as an adjunct to policy on agricultural markets;

Or. de

## Amendment 8

**Kent Johansson**

### Motion for a resolution

#### Recital B

##### *Motion for a resolution*

B. whereas European rural development policy, which is ***part of*** the second pillar of the CAP, was officially recognised in the context of the Agenda 2000 reform, whereas that reform gave rural development policy a status beyond that of a social and structural policy implemented merely as an adjunct to policy on agricultural markets, and whereas that rural development policy, which is seen as being closely bound up with regional policy, is now increasingly geared towards territorial approaches;

##### *Amendment*

B. whereas European rural development policy, which is the second pillar of the CAP, was officially recognised in the context of the Agenda 2000 reform, whereas that reform gave rural development policy a status beyond that of a social and structural policy implemented merely as an adjunct to policy on agricultural markets, and whereas that rural development policy, which is seen as being closely bound up with regional policy, is now increasingly geared towards territorial approaches;

**Amendment 9****Michel Dantin****Motion for a resolution****Recital C***Motion for a resolution*

C. whereas the future framework regulation on regional policy calls on the Member States to employ integrated planning and programming in an effort to achieve greater consistency among the multiannual programmes implemented under the European Regional Development Fund, the European Social Fund, the Cohesion Fund and the EAFRD (and the European Fisheries Fund) through the use of a common strategic framework which is geared to the objectives of the Europe 2020 Strategy and set out in a partnership contract drawn up by the Member States in cooperation with the economic and social partners and representatives of civil society;

*Amendment*

C. whereas the future framework regulation on regional policy calls on the Member States to employ integrated planning and programming in an effort to achieve greater consistency among the multiannual programmes implemented under the European Regional Development Fund, the European Social Fund, the Cohesion Fund and the EAFRD (and the European Fisheries Fund) through the use of a common strategic framework which is geared to the objectives of the Europe 2020 Strategy and set out in a partnership contract drawn up by the Member States in cooperation with the economic and social partners and representatives of civil society; ***whereas territorial development measures and initiatives, particularly those concerning rural areas, should consequently be part of a global and cross-sectoral approach;***

Or. fr

**Amendment 10****María do Céu Patrão Neves****Motion for a resolution****Recital C***Motion for a resolution*

C. whereas the future framework regulation on regional policy calls on the Member States to employ integrated

*Amendment*

C. whereas the future framework regulation on regional policy calls on the Member States to employ integrated

planning and programming in an effort to achieve greater consistency among the multiannual programmes implemented under the European Regional Development Fund, the European Social Fund, the Cohesion Fund and the EAFRD (and the European Fisheries Fund) through the use of a common strategic framework which is geared to the objectives of the Europe 2020 Strategy and set out in a partnership contract drawn up by the Member States in cooperation with the economic and social partners and representatives of civil society;

planning and programming in an effort to achieve greater consistency among the multiannual programmes implemented under the European Regional Development Fund, the European Social Fund, the Cohesion Fund and the EAFRD (and the European Fisheries Fund) through the use of a common strategic framework which ***avoids the duplication of funding and double initiatives***, is geared to the objectives of the Europe 2020 Strategy and set out in a partnership contract drawn up by the Member States in cooperation with the economic and social partners and representatives of civil society;

Or. pt

**Amendment 11**  
**Eric Andrieu**

**Motion for a resolution**  
**Recital C a (new)**

*Motion for a resolution*

*Amendment*

***Ca. Whereas the border between urban and rural is becoming more and more blurred and peri-urban agriculture is expanding; whereas it is important that as an adjunct to rural development policy, regional policy is also geared towards rural areas in order to support innovative and formative projects there;***

Or. fr

**Amendment 12**  
**Vasilica Viorica Dăncilă**

**Motion for a resolution**  
**Recital D**

*Motion for a resolution*

D. whereas the rural development instruments available to the Member States under the current rural development regulation offer them and their regions many different ways of promoting a territorial approach, in particular through the LEADER instrument, and whereas existing rural development programmes do not make sufficient use of these possibilities;

*Amendment*

D. whereas the rural development instruments available to the Member States under the current rural development regulation offer them and their regions many different ways of promoting a territorial approach, in particular through the LEADER instrument, ***whereas the development of local food systems entails creating a distinctive branding at European level,*** and whereas existing rural development programmes do not make sufficient use of these possibilities;

Or. ro

**Amendment 13**  
**Kent Johansson**

**Motion for a resolution**  
**Recital D**

*Motion for a resolution*

D. whereas the rural development instruments available to the Member States under the current rural development regulation offer them and their regions many different ways of promoting a territorial approach, in particular through the LEADER instrument, and whereas existing rural development programmes ***do not make sufficient use of these possibilities;***

*Amendment*

D. whereas the rural development instruments available to the Member States under the current rural development regulation offer them and their regions many different ways of promoting a territorial approach, in particular through the LEADER instrument, and whereas existing rural development programmes ***should be encouraged to use these instruments in an even more efficient and comprehensible way in the future;***

Or. en

**Amendment 14**  
**Britta Reimers**

**Motion for a resolution**  
**Recital D**



*Motion for a resolution*

D. whereas the rural development instruments available to the Member States under the current rural development regulation offer them and their regions many ***different ways of promoting a territorial approach, in particular*** through the LEADER instrument, and whereas existing rural development programmes do not make sufficient use of these possibilities;

*Amendment*

D. whereas the rural development instruments available to the Member States under the current rural development regulation offer them and their regions many ***development possibilities*** through the LEADER instrument, and whereas existing rural development programmes do not make sufficient use of these possibilities;

Or. de

**Amendment 15**

**Esther Herranz García, María Auxiliadora Correa Zamora, Milan Zver**

**Motion for a resolution**

**Recital D**

*Motion for a resolution*

D. whereas the rural development instruments available to the Member States under the current rural development regulation offer them and their regions many different ways of promoting a territorial approach, ***in particular through the LEADER instrument***, and whereas existing rural development programmes do not make sufficient use of these possibilities;

*Amendment*

D. whereas the rural development instruments available to the Member States under the current rural development regulation offer them and their regions many different ways of promoting a territorial approach, and whereas existing rural development programmes do not make sufficient use of these possibilities, ***because they are short of budget resources***;

Or. es

**Amendment 16**

**Britta Reimers**

**Motion for a resolution**

**Recital E**

*Motion for a resolution*

*Amendment*

***E. whereas the regulation for the rural development programming period 2014-2020 will broaden the range of measures available to Member States, examples being the measures to support high-quality food production, the measure focusing on cooperation among territorial actors with a view to exploiting resources to the full through the provision of high-quality goods and services and the measures concerning innovation and economic diversification in rural territories;***

***deleted***

Or. de

**Amendment 17**

**Maria do Céu Patrão Neves**

**Motion for a resolution**

**Recital E**

*Motion for a resolution*

*Amendment*

E. whereas the regulation for the rural development programming period 2014-2020 will broaden the range of measures available to Member States, examples being the measures to support high-quality food production, the measure focusing on cooperation among territorial actors with a view to exploiting resources to the full through the provision of high-quality goods and services and the measures concerning innovation and economic diversification in rural territories;

E. whereas the regulation for the rural development programming period 2014-2020 will broaden the range of measures available to Member States, examples being the measures to support high-quality food production, the measure focusing on cooperation among territorial actors with a view to exploiting resources to the full through the provision of high-quality goods and services, ***the strengthening of producer organisations*** and the measures concerning innovation and economic diversification in rural territories;

Or. pt

**Amendment 18**

**Elisabeth Jeggle**

PE521.502v01-00

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**Motion for a resolution**  
**Recital E a (new)**

*Motion for a resolution*

*Amendment*

*Ea. whereas better integrating primary producers into the food chain through quality schemes, promotion in local markets and short supply circuits was established as a rural development priority for 2014-2020;*

Or. de

**Amendment 19**  
**Giancarlo Scottà**

**Motion for a resolution**  
**Recital E a (new)**

*Motion for a resolution*

*Amendment*

*Ea. whereas, as far as rural development is concerned, the 'LEADER' approach best encapsulates the concept of cooperation involving a diverse range of actors, without, however, altering the central focus on farming, and whereas the actors involved could pursue a shared sector-based territorial project seeking to emphasise the specific features and best practice of a given homogeneous area;*

Or. it

**Amendment 20**  
**James Nicholson**

**Motion for a resolution**  
**Recital F**

*Motion for a resolution*

*Amendment*

F. whereas the choice of the practical

F. whereas the choice of the practical

arrangements and the type of support to be provided under rural development programmes *is in principle* left to the Member States or to their regions, if they opt for regional programming;

arrangements and the type of support to be provided under rural development programmes *should be* left to the Member States or to their regions, if they opt for regional programming; *Member States are in the best position to ascertain the appropriate emphasis of such programs at national or regional level;*

Or. en

**Amendment 21**  
**Giancarlo Scottà**

**Motion for a resolution**  
**Recital F a (new)**

*Motion for a resolution*

*Amendment*

*Fa. whereas less favoured areas and mountain regions in particular need a new support philosophy seeking to be of cross-cutting scope and, in different ways, to encompass activities which, though not entirely agricultural in the true sense, make up, together with farming, an important part of what territories have to offer, especially from the point of view of utilising and developing the countryside;*

Or. it

**Amendment 22**  
**James Nicholson**

**Motion for a resolution**  
**Recital G**

*Motion for a resolution*

*Amendment*

*G. whereas the success of rural development programmes depends to a large extent on the territorial governance methods which can be used to mobilise and involve, through joint approaches, all*

*deleted*

*the relevant public and private actors, irrespective of the levels at which they are active, with a view to developing cooperation in a wide range of areas and exploiting the full potential of each territory on the basis of a shared project;*

Or. en

**Amendment 23**  
**Britta Reimers**

**Motion for a resolution**  
**Recital G**

*Motion for a resolution*

G. whereas the success of rural development programmes depends to a large extent on the *territorial governance* methods which can be used to mobilise and involve, through joint approaches, all the relevant public and private actors, irrespective of the levels at which they are active, with a view to developing cooperation in a wide range of areas and exploiting the full potential of each territory on the basis of a shared project;

*Amendment*

G. whereas the success of rural development programmes depends to a large extent on the methods which can be used to mobilise and involve, through joint approaches, all the relevant public and private actors, irrespective of the levels at which they are active, with a view to developing cooperation in a wide range of areas and exploiting the full potential of each territory on the basis of a shared project;

Or. de

**Amendment 24**  
**Maria do Céu Patrão Neves**

**Motion for a resolution**  
**Recital G**

*Motion for a resolution*

G. whereas the success of rural development programmes depends to a large extent on the territorial governance methods which can be used to mobilise and involve, through joint approaches, all the relevant public and private actors,

*Amendment*

G. whereas the success of rural development programmes depends to a large extent on the territorial governance methods which can be used to mobilise and involve, through joint approaches, all the relevant public and private actors,

irrespective of the levels at which they are active, with a view to developing cooperation in a wide range of areas and exploiting the full potential of each territory on the basis of a shared project;

irrespective of the levels at which they are active, with a view to developing cooperation in a wide range of areas and exploiting the full potential of each territory on the basis of a shared project, ***whereby attention should be drawn, in this case in particular, to the importance of local development associations, producer associations and cooperatives, which may act as privileged partners with a view to access to local, regional, national and international markets;***

Or. pt

#### **Amendment 25**

**Esther Herranz García, María Auxiliadora Correa Zamora, Milan Zver**

#### **Motion for a resolution**

##### **Recital G**

###### *Motion for a resolution*

G. whereas ***the success of rural development programmes depends to a large extent on the*** territorial governance methods ***which*** can be used to mobilise and involve, through joint approaches, all the relevant public and private actors, irrespective of the levels at which they are active, with a view to developing cooperation in a wide range of areas and exploiting the full potential of each territory on the basis of a shared project;

###### *Amendment*

G. whereas territorial governance methods can be used to mobilise and involve, through joint approaches, all the relevant public and private actors, irrespective of the levels at which they are active, with a view to developing cooperation in a wide range of areas and exploiting the full potential of each territory on the basis of a shared project;

Or. es

#### **Amendment 26**

**Sylvie Goulard, Marian Harkin, Kent Johansson, Britta Reimers**

#### **Motion for a resolution**

##### **Recital G a (new)**

*Motion for a resolution*

*Amendment*

***Ga. whereas successful and comprehensive rural development programmes can have a concrete positive impact on employment rates and the competitiveness of businesses in rural areas, and thus reduce the risk of unemployment or that as a result of low rural incomes inhabitants live in abject poverty;***

Or. en

**Amendment 27**  
**Britta Reimers**

**Motion for a resolution**  
**Recital H**

*Motion for a resolution*

*Amendment*

***H. whereas regional quality branding can contribute to the development of territorial economies by broadening the concept of quality through the use of schemes for the delivery of sets of high-quality goods and services which are inextricably interlinked and which embody the specific characteristics of each territory, and in particular its heritage (historical, cultural, geographical, etc.); whereas, as a result, these sets of goods and services come to be seen as unique, generating revenue at territorial level and opening up new opportunities on local and international markets;***

***deleted***

Or. de

**Amendment 28**  
**Esther Herranz García, María Auxiliadora Correa Zamora, Milan Zver**

## Motion for a resolution

### Recital H

#### *Motion for a resolution*

H. whereas **regional quality branding can contribute to the development of territorial economies by broadening the concept of quality through the use of schemes for the delivery of sets of high-quality goods and services which are inextricably interlinked and which embody the specific characteristics of each territory, and in particular its heritage (historical, cultural, geographical, etc.);** whereas, as a result, these sets of goods and services come to be seen as unique, generating revenue at territorial level and opening up new opportunities on local and international markets;

#### *Amendment*

H. whereas **the high-quality products to be found in the European Union can help to boost rural economies and whereas the Union should intensify its efforts to promote and market them both within and beyond EU borders;**

Or. es

## Amendment 29

Herbert Dorfmann, Elisabeth Köstinger, Christa Klaß, Elisabeth Jeggle

## Motion for a resolution

### Recital H

#### *Motion for a resolution*

H. whereas **regional quality branding can contribute to the development of territorial economies by broadening the concept of quality through the use of schemes for the delivery of sets of high-quality goods and services which are inextricably interlinked and** which embody the specific characteristics of **each** territory, **and in particular** its heritage (historical, cultural, geographical, etc.); whereas, as a result, these **sets of goods and services** come to be seen as unique, generating revenue at territorial level **and** opening up new opportunities on local and international markets;

#### *Amendment*

H. whereas **the quality schemes and quality symbols for protected designations of origin (PDO) and geographical indications (PGI) allow to highlight the qualities of a product** which embody the specific characteristics of **a** territory, **including** its heritage (historical, cultural, geographical, etc.); whereas, as a result, these goods come to be seen as unique, generating revenue at territorial level, opening up new opportunities on local and international markets **and allowing to promote a region more effectively on regional, national and international markets; whereas the EU rural**



*development policy allows for support for quality schemes set up at national or regional level; whereas quality schemes set up at national or regional basis shall not create confusion with PDO and PGI schemes and shall fully respect EU rules;*

Or. en

**Amendment 30**  
**Eric Andrieu**

**Motion for a resolution**  
**Recital H**

*Motion for a resolution*

H. whereas regional quality branding can contribute to the development of territorial economies by ***broadening the concept of quality through the use of schemes for the delivery of*** sets of high-quality goods and services which are inextricably interlinked and which embody the specific characteristics of each territory, and in particular its heritage (historical, cultural, geographical, etc.); whereas, ***as a result, these sets of*** goods and services ***come to be seen as*** unique, ***generating*** revenue at territorial level ***and*** opening up new opportunities on local and international markets;

*Amendment*

H. Whereas regional quality branding can contribute to the development of territorial economies, by ***coordinating*** sets of high-quality goods (***food and non-food***) and services which are inextricably interlinked and which embody the specific characteristics of each territory and in particular its heritage (historical, cultural, geographical, etc.); whereas ***assembled together within*** sets ***these*** goods and services ***are*** unique, ***and generate*** revenue at territorial level opening up new opportunities on local and international markets; ***whereas the aim of this territorial branding is to identify those territories that have worked together to create common partnerships and synergies in order to exploit their resources in the long term and stimulate their economies, which is vital to quality of life in the countryside and a balanced development of rural and urban areas; whereas territorial excellence branding should not be confused with the quality labels PDO and PGI used for food products, with which far from being incompatible they are on the contrary fully complementary;***

Or. fr

**Amendment 31**  
**Iratxe García Pérez**

**Motion for a resolution**  
**Recital H**

*Motion for a resolution*

H. whereas **regional quality branding can contribute to** the development of territorial economies **by broadening the concept of quality through the use of schemes for the delivery of sets of high-quality goods and services which are inextricably interlinked and which embody** the specific characteristics of each territory, and in particular its heritage (historical, cultural, geographical, etc.); **whereas, as a result, these** sets of goods and services come to be seen as unique, generating revenue at territorial level and opening up new opportunities on local and international markets;

*Amendment*

H. whereas the development of territorial economies **is embodied in** the specific characteristics of each territory, and in particular **in** its heritage (historical, cultural, geographical, etc.), **which translates into** sets of goods and services **that** come to be seen as unique, generating revenue at territorial level and opening up new opportunities on local and international markets;

Or. es

**Amendment 32**  
**Vasilica Viorica Dăncilă**

**Motion for a resolution**  
**Recital H**

*Motion for a resolution*

H. whereas regional quality branding can contribute to the development of territorial economies by broadening the concept of quality through the use of schemes for the delivery of sets of high-quality goods and services which are inextricably interlinked and which embody the specific characteristics of each territory, and in particular its heritage (historical, cultural, geographical, etc.); whereas, as a result, these sets of goods and services come to be

*Amendment*

H. whereas regional quality branding can contribute to the development of territorial economies **and the joint promotion of 'high-quality' products and services** by broadening the concept of quality through the use of schemes for the delivery of sets of high-quality goods and services which are inextricably interlinked and which embody the specific characteristics of each territory, and in particular its heritage (historical, cultural, geographical, etc.);

seen as unique, generating revenue at territorial level and opening up new opportunities on local and international markets;

whereas, as a result, these sets of goods and services come to be seen as unique, generating revenue at territorial level and opening up new opportunities on local and international markets;

Or. ro

### **Amendment 33**

**Sylvie Goulard, Marian Harkin, Kent Johansson, Britta Reimers**

#### **Motion for a resolution**

##### **Recital H**

###### *Motion for a resolution*

H. whereas **regional** quality branding can contribute to the development of territorial economies by broadening the concept of quality through the use of schemes for the delivery of sets of high-quality goods and services which are inextricably interlinked and which embody the specific characteristics of each territory, and in particular its heritage (historical, cultural, geographical, etc.); whereas, as a result, these sets of goods and services come to be seen as unique, generating revenue at territorial level and opening up new opportunities on local and international markets;

###### *Amendment*

H. whereas quality branding can contribute to the development of territorial economies by broadening the concept of quality through the use of schemes for the delivery of sets of high-quality goods and services which are inextricably interlinked and which embody the specific characteristics of each territory, and in particular its heritage (historical, cultural, geographical, etc.); whereas, as a result, these sets of goods and services come to be seen as unique, generating revenue at territorial level and opening up new opportunities on local and international markets;

Or. en

### **Amendment 34**

**James Nicholson**

#### **Motion for a resolution**

##### **Recital H**

###### *Motion for a resolution*

H. whereas regional quality branding can contribute to the development of territorial economies by broadening the concept of

###### *Amendment*

H. whereas regional quality branding can contribute to the development of territorial economies by broadening the concept of

quality through the use of schemes for the delivery of sets of high-quality goods and services which are inextricably interlinked and which embody the specific characteristics of each territory, and in particular its heritage (historical, cultural, geographical, etc.); whereas, as a result, these sets of goods and services come to be seen as unique, generating revenue at territorial level and opening up new opportunities on local and international markets;

quality through the use of schemes for the delivery of sets of high-quality goods and services which are inextricably interlinked and which embody the specific characteristics of each territory, and in particular its heritage (historical, cultural, geographical, etc.); whereas, as a result, these sets of goods and services come to be seen as unique, generating revenue at territorial level and opening up new opportunities on local and international markets ***and helping to improve the competitiveness of rural economies whilst at the same time opening up employment opportunities;***

Or. en

**Amendment 35**  
**Luís Paulo Alves**

**Motion for a resolution**  
**Recital H**

*Motion for a resolution*

H. whereas regional quality branding can contribute to the development of territorial economies by broadening the concept of quality through the use of schemes for the delivery of sets of high-quality goods and services which are inextricably interlinked and which embody the specific characteristics of each territory, and in particular its heritage (historical, cultural, geographical, etc.); whereas, as a result, these sets of goods and services come to be seen as unique, generating revenue at territorial level and opening up new opportunities on local and international markets;

*Amendment*

H. whereas regional quality branding can contribute to the ***resilience and development of territorial economies, particularly in the most vulnerable regions, mountain regions and the outermost regions,*** by broadening the concept of quality through the use of schemes for the delivery of sets of high-quality goods and services which are inextricably interlinked and which embody the specific characteristics of each territory, and in particular its heritage (historical, cultural, geographical, etc.); whereas, as a result, these sets of goods and services come to be seen as unique, generating revenue at territorial level and opening up new opportunities on local and international markets;

Or. pt

**Amendment 36**  
**Maria do Céu Patrão Neves**

**Motion for a resolution**  
**Recital H**

*Motion for a resolution*

H. whereas regional quality branding can contribute to the development of territorial economies by broadening the concept of quality through the use of schemes for the delivery of sets of high-quality goods and services which are inextricably interlinked and which embody the specific characteristics of each territory, and in particular its heritage (historical, cultural, geographical, etc.); whereas, as a result, these sets of goods and services come to be seen as unique, generating revenue at territorial level and opening up new opportunities on local and international markets;

*Amendment*

H. whereas regional quality branding can contribute to the development of territorial economies by broadening the concept of quality through the use of schemes for the delivery of sets of high-quality goods and services which are inextricably interlinked and which embody the specific characteristics of each territory, and in particular its heritage (historical, cultural, geographical, etc.); whereas, as a result, these sets of goods and services come to be seen as unique, generating revenue at territorial level and opening up new opportunities on local and international markets, **and may also act as an 'umbrella' for promoting regions as tourist destinations**;

Or. pt

**Amendment 37**  
**Kent Johansson**

**Motion for a resolution**  
**Recital H**

*Motion for a resolution*

H. whereas regional quality branding can contribute to the development of territorial economies by broadening the concept of quality through the use of schemes for the delivery of sets of high-quality goods **and services** which are inextricably interlinked and which embody the specific characteristics of each territory, and in particular its heritage (historical, cultural,

*Amendment*

H. whereas regional quality branding can contribute to the development of territorial economies by broadening the concept of quality through the use of schemes for the delivery of sets of high-quality goods which are inextricably interlinked and which embody the specific characteristics of each territory, and in particular its heritage (historical, cultural, geographical,

geographical, etc.); whereas, as a result, these sets of goods **and services** come to be seen as unique, generating revenue at territorial level and opening up new opportunities on local and international markets;

etc.); whereas, as a result, these sets of goods come to be seen as unique, generating revenue at territorial level and opening up new opportunities on local and international markets;

Or. en

**Amendment 38**  
**Michel Dantin**

**Motion for a resolution**  
**Recital H a (new)**

*Motion for a resolution*

*Amendment*

***Ha. whereas the system of protected designations of origin (PDO) and protected geographical indications (PGI) is an effective one, contributing greatly to rural and territorial development through the creation and distribution of added value, through collective action by producers and all parties concerned and through the way they promote the region in question on local, regional and international markets; whereas regional branding should never therefore replace or undermine in any way the PDO-PGI system;***

Or. fr

**Amendment 39**  
**Salvador Sedó i Alabart**

**Motion for a resolution**  
**Recital H a (new)**

*Motion for a resolution*

*Amendment*

***Ha. whereas a territorial project will also help the territory concerned to stand out in contrast to globalisation, enabling it to***

*foster and accentuate its competitive advantages over other territories;*

Or. es

**Amendment 40**  
**Martin Häusling, José Bové**

**Motion for a resolution**  
**Recital H a (new)**

*Motion for a resolution*

*Amendment*

*Ha. whereas CAP support for developing short supply chains and local markets is financed from rural development policy, which is indeed the best approach, given that such initiatives are small-scale, highly localised and create local employment*

Or. en

**Amendment 41**  
**Mariya Gabriel**

**Motion for a resolution**  
**Recital H (new)**

*Motion for a resolution*

*Amendment*

*3a. whereas there is a need to create and apply an effective marketing tool to help boost the competitiveness of regional products, encourage local producers and contribute to the development of a regional identity not just as regards agriculture but also in other areas;*

Or. bg

**Amendment 42**  
**Sylvie Goulard, Marian Harkin, Kent Johansson, Britta Reimers**

**Motion for a resolution**  
**Recital H a (new)**

*Motion for a resolution*

*Amendment*

***Ha. whereas official European quality labels already exist (Protected Designation of Origin, Protected Geographical Indication, Traditional Specialty Guaranteed) and the number of both European and Third country products carrying them continues to increase;***

Or. en

**Amendment 43**  
**Francesca Barracciu**

**Motion for a resolution**  
**Recital H a (new)**

*Motion for a resolution*

*Amendment*

***Ha. whereas traditional products of European territories need to be properly promoted, so as to ensure that local/regional products will not be designated by imprecise indications of origin that might draw different regions into pointless competition over the same product and cause confusion among consumers;***

Or. it

**Amendment 44**  
**Britta Reimers**

**Motion for a resolution**  
**Paragraph 1**



*Motion for a resolution*

1. Welcomes the integrated approach to **territorial** development outlined in the regulation on the common strategic framework for European funds; notes the need for coordination **and consistency** between the various European funds as a way of guaranteeing harmonious, sustainable and balanced **territorial** development;

*Amendment*

1. Welcomes the integrated approach to **regional** development outlined in the regulation on the common strategic framework for European funds; notes the need for coordination between the various European funds as a way of guaranteeing harmonious, sustainable and balanced **regional** development;

Or. de

**Amendment 45**  
**Christa Klaß, Herbert Dorfmann**

**Motion for a resolution**  
**Paragraph 1 a (new)**

*Motion for a resolution*

*Amendment*

**1a. Notes that a large number of labelling options already exist in Europe;**

Or. de

**Amendment 46**  
**Giancarlo Scottà**

**Motion for a resolution**  
**Paragraph 1 a (new)**

*Motion for a resolution*

*Amendment*

**1a. Maintains that territorial branding should not be part of, or interfere with, the recognition, protection, and support system for high-quality products;**

Or. it

**Amendment 47**

**Britta Reimers**

**Motion for a resolution**

**Paragraph 2**

*Motion for a resolution*

2. Notes that **territorial** development is explicitly included among the objectives of the CAP, complementing two other objectives, namely food security and the sustainable management of natural resources and the fight against global warming;

*Amendment*

2. Notes that **regional** development is explicitly included among the objectives of the CAP, complementing two other objectives, namely food security and the sustainable management of natural resources and the fight against global warming;

Or. de

**Amendment 48**

**Mariya Gabriel**

**Motion for a resolution**

**Paragraph 2 a (new)**

*Motion for a resolution*

***2a. Emphasises that agricultural regions play a multifunctional role involving not only agricultural development but also other economic and social activities revolving around local capacity building of skills, know-how and investment in the pinpointing and harnessing of all local assets, valuable and latent potentials and resources;***

*Amendment*

Or. bg

**Amendment 49**

**Esther Herranz García, María Auxiliadora Correa Zamora, Milan Zver**

**Motion for a resolution**

**Paragraph 3**

*Motion for a resolution*

3. Welcomes the concept of ‘community-led local development’, on the basis of which the Member States are encouraged to employ the LEADER approach *in their management of measures to be taken under the Structural Funds and the Social Fund; calls on the Member States to implement this concept and to ensure that its implementation is not thwarted by a lack of cooperation among the ministries and other administrative bodies involved in managing this innovative new approach;*

*Amendment*

3. Welcomes the concept of ‘community-led local development’, on the basis of which the Member States are encouraged to employ the LEADER approach;

Or. es

**Amendment 50**  
**Kent Johansson**

**Motion for a resolution**  
**Paragraph 3**

*Motion for a resolution*

3. Welcomes the concept of ‘community-led local development’, on the basis of which the Member States are encouraged to employ the LEADER approach in their management of measures to be taken under the Structural Funds and the Social Fund; calls on the Member States to implement this concept *and to ensure that its implementation is not thwarted by a lack of cooperation among the ministries and other administrative bodies involved in managing this innovative new approach;*

*Amendment*

3. Welcomes the concept of ‘community-led local development’, on the basis of which the Member States are encouraged to employ the LEADER approach in their management of measures to be taken under the Structural Funds and the Social Fund; calls on the Member States to implement this concept.

Or. en

**Amendment 51**  
**Britta Reimers**

**Motion for a resolution**  
**Paragraph 3**

*Motion for a resolution*

3. Welcomes the concept of ‘community-led local development’, on the basis of which the Member States are encouraged to employ the LEADER approach in their management of measures to be taken under the Structural Funds and the Social Fund; calls on the Member States to implement this concept ***and to ensure that its implementation is not thwarted by a lack of cooperation among the ministries and other administrative bodies involved in managing this innovative new approach;***

*Amendment*

3. Welcomes the concept of ‘community-led local development’, on the basis of which the Member States are encouraged to employ the LEADER approach in their management of measures to be taken under the Structural Funds and the Social Fund; calls on the Member States to implement this concept;

Or. de

**Amendment 52**  
**Michel Dantin**

**Motion for a resolution**  
**Paragraph 3**

*Motion for a resolution*

3. Welcomes the concept of ‘community-led local development’, on the basis of which the Member States are encouraged to employ the LEADER approach in their management of measures to be taken under the Structural Funds and the Social Fund; calls on the Member States to implement this concept and to ***ensure that its implementation is not thwarted by a lack of cooperation*** among the ministries and other administrative bodies involved in managing this innovative new approach;

*Amendment*

3. Welcomes the concept of ‘community-led local development’, on the basis of which the Member States are encouraged to employ the LEADER approach in their management of measures to be taken under the Structural Funds and the Social Fund; calls on the Member States to implement this concept and to ***remove any hindrances to this*** among the ministries and other administrative bodies involved in managing this innovative new approach;

Or. fr

**Amendment 53**  
**Salvador Sedó i Alabart**

**Motion for a resolution**  
**Paragraph 3 a (new)**

*Motion for a resolution*

*Amendment*

**3a. Also considers that businesses, organisations, and every other local actor should be encouraged to adopt a system making for continuous improvement in terms of management and standards of social responsibility, helping to enhance their own competitiveness while enhancing the competitiveness of the territory;**

Or. es

**Amendment 54**  
**Martin Häusling, José Bové**

**Motion for a resolution**  
**Paragraph 3 a (new)**

*Motion for a resolution*

*Amendment*

**3a. Believes, however, that the rationale for EU promotion policy needs to be better defined in order to provide it with a clearer identity; stresses that promotion activities should focus on quality and highly localised food products, rather than on basic agricultural products**

Or. en

**Amendment 55**  
**James Nicholson**

**Motion for a resolution**  
**Paragraph 3 a (new)**

*Motion for a resolution*

*Amendment*

**3a. Stresses that administrative procedures should not be burdensome,**

*nor create additional costs for the competent authorities within the Member State*

Or. en

**Amendment 56**  
**James Nicholson**

**Motion for a resolution**  
**Paragraph 4**

*Motion for a resolution*

4. Calls on the Member States and their regional authorities to promote more dynamic forms of participatory governance as a way of implementing collective territorial development projects which *are not confined to* the farming sector, *on the basis of the gradual recognition of the identity of each territory, as defined and informed by its heritage; notes that these forms of governance are based on complex partnerships between actors and bodies, whose work must be coordinated;*

*Amendment*

4. Calls on the Member States and their regional authorities to promote more dynamic forms of participatory governance as a way of implementing collective territorial development projects which *includes* the farming sector *and complementary industries such as tourism and agri-food production; particular focus should be made to micro-business and new start-ups within the industry;*

Or. en

**Amendment 57**  
**Britta Reimers**

**Motion for a resolution**  
**Paragraph 4**

*Motion for a resolution*

4. Calls on the Member States and their regional authorities to promote more dynamic forms of participatory governance as a way of implementing *collective territorial* development projects *which are not confined to the farming sector, on the basis of the gradual recognition of the identity of each territory, as defined and*

*Amendment*

4. Calls on the Member States and their regional authorities to promote more dynamic forms of participatory governance as a way of implementing *rural* development projects; notes that *this is* based on complex partnerships between actors and bodies, whose work must be coordinated;

*informed by its heritage*; notes that *these forms of governance are* based on complex partnerships between actors and bodies, whose work must be coordinated;

Or. de

**Amendment 58**  
**Eric Andrieu**

**Motion for a resolution**  
**Paragraph 4**

*Motion for a resolution*

4. Calls on the Member States and their regional authorities to promote more dynamic forms of participatory governance as a way of implementing collective territorial development projects *which are* not confined to the farming sector, on the basis of the gradual recognition of the identity of each territory, as defined and informed by its heritage; notes that these forms of governance are based on complex partnerships between actors and bodies, whose work must be coordinated;

*Amendment*

4. Calls on the Member States and their regional authorities to promote more dynamic forms of participatory governance as a way of implementing collective territorial development projects not confined to the farming sector *but concerning farming through the food and non-food industries, for example regional supply chain projects (short supply chains, food chains, local slaughterhouses, methane production from agricultural biomass projects, green chemistry, bio-based materials, etc.)*, on the basis of the gradual recognition of the identity of each territory, as defined and informed by its heritage; notes that these forms of governance are based on complex partnerships between actors and bodies, whose work must be coordinated *around the concept of territorial excellence branding*;

Or. fr

**Amendment 59**  
**Michel Dantin**

**Motion for a resolution**  
**Paragraph 4**

*Motion for a resolution*

4. Calls on the Member States and their regional authorities to promote more dynamic forms of participatory governance as a way of implementing collective territorial development projects **which are not confined to the farming sector**, on the basis of the gradual recognition of the identity of each territory, as defined and informed by its heritage; notes that these forms of governance are based on complex partnerships between actors and bodies, whose work must be coordinated;

*Amendment*

4. Calls on the Member States and their regional authorities to promote more dynamic forms of participatory governance as a way of implementing collective territorial development projects **able to cover all economic sectors** on the basis of the gradual recognition of the identity of each territory, as defined and informed by its heritage; notes that these forms of governance are based on complex partnerships between actors and bodies, whose work must be coordinated;

Or. fr

**Amendment 60**  
**Kent Johansson**

**Motion for a resolution**  
**Paragraph 4**

*Motion for a resolution*

4. Calls on the Member States and their regional authorities to promote more dynamic forms of participatory governance as a way of implementing collective territorial development projects which are not confined to the farming sector, on the basis of the gradual recognition of the identity of each territory, as defined and informed by its heritage; notes that these forms of governance are based on complex partnerships between actors and bodies, whose work must be coordinated;

*Amendment*

4. Calls on the Member States and their regional authorities to promote more dynamic forms of participatory governance as a way of implementing collective territorial development projects which are not confined to the farming sector, on the basis of the gradual recognition of the identity of each territory, as defined and informed by its heritage; notes that these forms of governance are based on complex partnerships between actors and bodies, whose work must be coordinated **and therefore, calls on the Member States to create a platform for sharing best practice**;

Or. en



**Amendment 61**  
**Maria do Céu Patrão Neves**

**Motion for a resolution**  
**Paragraph 4**

*Motion for a resolution*

4. Calls on the Member States and their regional authorities to promote more dynamic forms of participatory governance as a way of implementing collective territorial development projects which are not confined to the farming sector, on the basis of the gradual recognition of the identity of each territory, as defined and informed by its heritage; notes that these forms of governance are based on complex partnerships between actors and bodies, whose work must be coordinated;

*Amendment*

4. Calls on the Member States and their regional authorities to promote more dynamic forms of participatory governance as a way of implementing collective territorial development projects which are not confined to the farming sector **and are linked, wherever possible, to the tourist promotion of these territories**, on the basis of the gradual recognition of the identity of each territory, as defined and informed by its heritage; notes that these forms of governance are based on complex partnerships between actors and bodies, whose work must be coordinated;

Or. pt

**Amendment 62**  
**Giancarlo Scottà**

**Motion for a resolution**  
**Paragraph 4**

*Motion for a resolution*

4. Calls on the Member States and their regional authorities to promote more dynamic forms of participatory governance as a way of implementing collective territorial development projects which are not confined to the farming sector, on the basis of the gradual recognition of the identity of each territory, as defined and informed by its heritage; notes that these forms of governance are based on complex partnerships between actors and bodies, whose work must be coordinated;

*Amendment*

4. Calls on the Member States and their regional authorities to promote more dynamic forms of participatory governance as a way of implementing collective territorial development projects which are not confined to the farming sector, on the basis of the gradual recognition of the identity of each territory, as defined and informed by its heritage; notes that these forms of governance are based on complex partnerships between actors and bodies, whose work must be coordinated **under the umbrella of the LEADER approach to rural development programmes**;

Or. it

**Amendment 63**  
**Vasilica Viorica Dăncilă**

**Motion for a resolution**  
**Paragraph 4 a (new)**

*Motion for a resolution*

*Amendment*

***4a. Stresses that the launching of regional quality branding needs to be coupled with the holding of information sessions and the provision of technical assistance, along with financial support that will open up future opportunities for success in a global and increasingly competitive environment;***

Or. ro

**Amendment 64**  
**Michel Dantin**

**Motion for a resolution**  
**Paragraph 4 a (new)**

*Motion for a resolution*

*Amendment*

***4a. Considers that the PDO-PGI quality systems fulfil these requirements already in the agri-food field and that territorial branding ought therefore to be confined to promoting them where they exist or to supporting their creation where they do not yet exist;***

Or. fr

**Amendment 65**  
**Eric Andrieu**

**Motion for a resolution**  
**Paragraph 4 a (new)**

*Motion for a resolution*

*Amendment*

**4a. Points out that the development of regional supply chains needs to be encouraged by means of collective agricultural or forestry projects involving all parties in the sector and covering the whole process from production to marketing, the objective being to establish added value beneficial to businesses and employment in rural areas, while meeting consumers' expectations;**

Or. fr

**Amendment 66**  
**Britta Reimers**

**Motion for a resolution**  
**Paragraph 5**

*Motion for a resolution*

*Amendment*

5. Points out that the measures taken to coordinate that governance are of decisive importance for the future of territories, ***in particular the most vulnerable among them***; emphasises that they make it possible, by promoting a collective sense of ownership, ***not only to define the extent and the nature of each territory, but also to organise territories more effectively*** with a view to identifying the full potential their resources ***(including latent resources)*** offer, in the interests of all the actors involved, ***who are linked by a relationship of interdependence and solidarity***; ***notes that the purpose of this strategic coordination is to tap resources which cannot be exploited by means of a sectoral or single-industry approach and instead call for the employment of territorial approaches which generate new revenue at territorial level through the***

5. Points out that the measures taken to coordinate that governance are of decisive importance for the future of territories; emphasises that they make it possible, by promoting a collective sense of ownership, to ***ensure more effective organisation*** with a view to identifying the full potential their resources offer, in the interests of all the actors involved;

*marketing of sets of complementary goods and services which reflect the specific characteristics of each territory;*

Or. de

**Amendment 67**  
**James Nicholson**

**Motion for a resolution**  
**Paragraph 5**

*Motion for a resolution*

*5. Points out that the measures taken to coordinate that governance are of decisive importance for the future of territories, in particular the most vulnerable among them; emphasises that they make it possible, by promoting a collective sense of ownership, not only to define the extent and the nature of each territory, but also to organise territories more effectively with a view to identifying the full potential their resources (including latent resources) offer, in the interests of all the actors involved, who are linked by a relationship of interdependence and solidarity;* notes that the purpose of this strategic coordination is to tap resources which cannot be exploited by means of a sectoral or single-industry approach and instead call for the employment of territorial approaches which generate new revenue at territorial level through the marketing of sets of complementary goods and services which reflect the specific characteristics of each territory;

*Amendment*

5. Notes that the purpose of this strategic coordination is to tap resources which cannot be exploited by means of a sectoral or single-industry approach and instead call for the employment of territorial approaches which generate new revenue at territorial level through the marketing of sets of complementary goods and services which reflect the specific characteristics of each territory;

Or. en

**Amendment 68**  
**Esther Herranz García, María Auxiliadora Correa Zamora, Milan Zver**

## Motion for a resolution

### Paragraph 5

#### *Motion for a resolution*

5. Points out that ***the measures taken to coordinate that governance are of decisive importance for the future of territories, in particular the most vulnerable among them***; emphasises that ***they make it possible, by promoting a collective sense of ownership, not only to define the extent and the nature of each territory, but also to organise territories more effectively*** with a view to identifying the full potential their resources (including latent resources) offer, in the interests of all the actors involved, who are linked by a relationship of interdependence and solidarity; notes that the purpose of this strategic coordination is to tap resources which ***cannot be exploited by means of a sectoral or single-industry approach and instead call for the employment of territorial approaches which*** generate new revenue at territorial level through the marketing of sets of complementary goods and services which reflect the specific characteristics of each territory;

#### *Amendment*

5. Points out that ***closer coordination of local actors could help to strengthen rural economies, especially in the most vulnerable regions***; emphasises that territories ***should be organised*** more effectively with a view to identifying the full potential their resources (including latent resources) offer, in the interests of all the actors involved, who are linked by a relationship of interdependence and solidarity; notes that the purpose of this strategic coordination is to tap resources which generate new revenue at territorial level through the marketing of sets of complementary goods and services which reflect the specific characteristics of each territory;

Or. es

## Amendment 69

Eric Andrieu

## Motion for a resolution

### Paragraph 5

#### *Motion for a resolution*

5. Points out that the measures taken to coordinate that governance are of decisive importance for the future of territories, in particular the most vulnerable among them; emphasises that they make it possible, by promoting a collective sense of ownership, not only to define the extent and the nature

#### *Amendment*

5. Points out that the measures taken to coordinate that governance are of decisive importance for the future of territories, in particular the most vulnerable among them; emphasises that they make it possible, by promoting a collective sense of ownership, not only to define the extent and the nature

of each territory, but also to organise territories more effectively with a view to identifying the full potential their resources (including latent resources) offer, in the interests of all the actors involved, who are linked by a relationship of interdependence and solidarity; notes that the purpose of this strategic coordination is to tap resources ***which cannot be exploited by means of*** a sectoral or single-industry approach and instead call for the employment of territorial approaches which generate new revenue at territorial level through the marketing of sets of complementary goods and services which reflect the specific characteristics of each territory;

of each territory, but also to organise territories more effectively with a view to identifying the full potential their resources (including latent resources) offer, in the interests of all the actors involved (***i.e. the agricultural sector, handicrafts and craftsmanship, tourism, heritage, etc.***), who are linked by a relationship of interdependence and solidarity; notes that the purpose of this strategic coordination is to tap resources ***by incorporating and going beyond*** a sectoral or single-industry approach and instead call for the employment of territorial approaches which generate new revenue at territorial level through the marketing of sets of complementary goods and services which reflect the specific characteristics of each territory; ***stipulates in this regard that this territorial governance shall back firmly the creation, development and improvement of work to promote farm and food products covered by existing quality systems based on defence of intellectual property, and at the same time as promoting high quality services (which do not benefit from official European recognition), with enhanced mutual promotion of farm produce and services, and all parties demonstrating solidarity so that all goods and services from their own local area are promoted;***

Or. fr

**Amendment 70**  
**Kent Johansson**

**Motion for a resolution**  
**Paragraph 5**

*Motion for a resolution*

5. Points out that the measures taken to coordinate that governance are of decisive importance for the future of territories, in particular the most vulnerable among them;

*Amendment*

5. Points out that the measures taken to coordinate that governance are of decisive importance for the future of territories, in particular the most vulnerable among them;

emphasises that they make it possible, by promoting *a collective sense of ownership*, not only to define the extent and the nature of each territory, but also to organise territories more effectively with a view to identifying the full potential their resources (including latent resources) offer, in the interests of all the actors involved, *who are linked by a relationship of interdependence and solidarity*; notes that the purpose of this strategic coordination is to tap resources which cannot be exploited by means of a sectoral or single-industry approach and instead call for the employment of territorial approaches which generate new revenue at territorial level through the marketing of sets of complementary goods and services which reflect the specific characteristics of each territory;

emphasises that they make it possible, by promoting *local actors like producer's organisations, associations and chambers of commerce to collaborate with the public sector*, not only to define the extent and the nature of each territory, but also to organise territories more effectively with a view to identifying the full potential their resources (including latent resources) offer, in the interests of all the actors involved; notes that the purpose of this strategic coordination is to tap resources which cannot be exploited by means of a sectoral or single-industry approach and instead call for the employment of territorial approaches which generate new revenue at territorial level through the marketing of sets of complementary goods and services which reflect the specific characteristics of each territory;

Or. en

**Amendment 71**  
**Luis Paulo Alves**

**Motion for a resolution**  
**Paragraph 5**

*Motion for a resolution*

5. Points out that the measures taken to coordinate that governance are of decisive importance for the future of territories, in particular the most vulnerable among them; emphasises that they make it possible, by promoting a collective sense of ownership, not only to define the extent and the nature of each territory, but also to organise territories more effectively with a view to identifying the full potential their resources (including latent resources) offer, in the interests of all the actors involved, who are linked by a relationship of interdependence and solidarity; notes that the purpose of this strategic coordination is to tap resources which cannot be exploited by

*Amendment*

5. Points out that the measures taken to coordinate that governance are of decisive importance for the future of territories, in particular the most vulnerable *and the most distant* among them, *such as the outermost regions*; emphasises that they make it possible, by promoting a collective sense of ownership, not only to define the extent and the nature of each territory, but also to organise territories more effectively with a view to identifying the full potential their resources (including latent resources) offer, in the interests of all the actors involved, who are linked by a relationship of interdependence and solidarity; notes that the purpose of this strategic

means of a sectoral or single-industry approach and instead call for the employment of territorial approaches which generate new revenue at territorial level through the marketing of sets of complementary goods and services which reflect the specific characteristics of each territory;

coordination is to tap resources which cannot be exploited by means of a sectoral or single-industry approach and instead call for the employment of territorial approaches which generate new revenue at territorial level through the marketing of sets of complementary goods and services which reflect the specific characteristics of each territory;

Or. pt

**Amendment 72**  
**Vasilica Viorica Dăncilă**

**Motion for a resolution**  
**Paragraph 5 a (new)**

*Motion for a resolution*

*Amendment*

***5a. Stresses the need to promote forms of association between different regions and a cross-sectoral partnership, so as to be capable of competing;***

Or. ro

**Amendment 73**  
**Elisabeth Jeggle**

**Motion for a resolution**  
**Paragraph 5 a (new)**

*Motion for a resolution*

*Amendment*

***5a. Calls on the Member States to make use of the support possibilities available in rural development in relation to quality schemes, promotion in local markets and the establishment and development of short, local supply chains, and to implement them through practical programmes;***

Or. de



**Amendment 74**  
**Salvador Sedó i Alabart**

**Motion for a resolution**  
**Paragraph 5 a (new)**

*Motion for a resolution*

*Amendment*

***5. Notes that, although territorial quality branding is 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, by forming a unified whole and generating synergies with, 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;***

Or. es

**Amendment 75**  
**Martin Häusling, José Bové**

**Motion for a resolution**  
**Paragraph 5 a (new)**

*Motion for a resolution*

*Amendment*

***5a. Believes that a coordinated Union-wide approach is needed in order to develop a branding which bases on the principle of short supply chains and local markets, including common definitions; accordingly calls on the Commission, in its future legislative proposals on promotion, to consider these aspects;***

Or. en

**Amendment 76**  
**Giancarlo Scottà**

**Motion for a resolution**  
**Paragraph 5 a (new)**

*Motion for a resolution*

*Amendment*

***5a. Calls on the Member States and regional authorities to specify in the operational plans for measures related to the LEADER approach that LAGs will be permitted to draw up sector-based territorial projects aimed at developing the countryside and enhancing its added value;***

Or. it

**Amendment 77**  
**Britta Reimers**

**Motion for a resolution**  
**Paragraph 6**

*Motion for a resolution*

*Amendment*

6. Urges the Commission to ensure that future rural development programmes earmark ***sufficient*** resources to ***facilitate these forms of territorial governance by drawing on and strengthening the*** measures concerning cooperation, coordination, exchanges, networks, innovation and training ***provided for in the new rural development regulations;***

6. Urges the Commission to ensure that future rural development programmes earmark ***appropriate*** resources to ***draw on and strengthen*** measures concerning cooperation, coordination, exchanges, networks, innovation and training;

Or. de

**Amendment 78**  
**Milan Zver**

**Motion for a resolution**  
**Paragraph 6**

*Motion for a resolution*

6. Urges the Commission to ***ensure that future rural development programmes earmark sufficient resources to facilitate these forms of territorial governance*** by drawing on and strengthening the measures concerning cooperation, coordination, exchanges, networks, innovation and training provided for in the new rural development regulations;

*Amendment*

6. Urges the Commission to ***support good*** territorial governance by drawing on and strengthening the measures concerning cooperation, coordination, exchanges, networks, innovation and training provided for in the new rural development regulations;

Or. sl

**Amendment 79**  
**Kent Johansson**

**Motion for a resolution**  
**Paragraph 6**

*Motion for a resolution*

6. Urges the ***Commission*** to ensure that future rural development programmes earmark sufficient resources to ***facilitate these forms of territorial governance by drawing on and*** strengthening the measures concerning cooperation, coordination, exchanges, networks, innovation and training provided for in the ***new*** rural development regulations;

*Amendment*

6. Urges the ***Member States*** to ensure that future rural development programmes earmark sufficient resources to strengthening the measures concerning cooperation, coordination, exchanges, networks, innovation and training provided for in the rural development regulations;

Or. en

**Amendment 80**  
**Eric Andrieu**

**Motion for a resolution**  
**Paragraph 6**

*Motion for a resolution*

6. Urges the Commission to ensure that future rural development programmes earmark sufficient resources to facilitate these forms of territorial governance by drawing on and strengthening the measures concerning cooperation, coordination, exchanges, networks, innovation **and** training provided for in the new rural development regulations;

*Amendment*

6. Urges the Commission to ensure that future rural development programmes earmark sufficient **measures and** resources to facilitate these forms of territorial governance by drawing on and 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; **asks the Commission to ensure through the common strategic framework that eligibility and operating rules for the various structural funds (ERDF, ESF) are harmonised, so that genuinely integrated projects in rural areas may be funded;**

Or. fr

**Amendment 81**  
**James Nicholson**

**Motion for a resolution**  
**Paragraph 6**

*Motion for a resolution*

6. Urges the Commission to ensure that future rural development programmes **earmark sufficient resources to** facilitate these forms of territorial governance by drawing on and strengthening the measures concerning cooperation, coordination, exchanges, networks, innovation and training provided for in the new rural development regulations;

*Amendment*

6. Urges the Commission to ensure that future rural development programmes facilitate these forms of territorial governance by drawing on and strengthening the measures concerning cooperation, coordination, exchanges, networks, innovation and training provided for in the new rural development regulations;

Or. en

**Amendment 82**  
**Francesca Barracciu**

**Motion for a resolution**  
**Paragraph 6**

*Motion for a resolution*

6. Urges the Commission to ensure that future rural development programmes earmark sufficient resources to facilitate these forms of territorial governance by drawing on and strengthening the measures concerning cooperation, coordination, exchanges, networks, innovation and training provided for in the new rural development regulations;

*Amendment*

6. Urges the Commission to ensure that future rural development programmes earmark sufficient resources to facilitate these forms of territorial governance by drawing on and strengthening the measures concerning cooperation, coordination, exchanges, networks, innovation and training provided for in the new rural development regulations; ***calls on local action groups under the Leader+ programme to provide the support necessary to set up cooperation networks linking local and regional producers, service providers, and cultural institutions such as universities, libraries, and research centres, so as to enable the cultural and historical aspects of territories to be encapsulated in regional brands serving to forge lasting links between training, research, and production, thereby also creating sustainable jobs;***

Or. it

**Amendment 83**  
**Martin Häusling, José Bové**

**Motion for a resolution**  
**Paragraph 6**

*Motion for a resolution*

6. Urges the Commission to ensure that future rural development programmes earmark sufficient resources to facilitate ***these*** forms of territorial governance by drawing on and strengthening the measures

*Amendment*

6. Urges the Commission to ensure that future rural development programmes earmark sufficient resources to facilitate ***sustainable*** forms of territorial governance by drawing on and strengthening the

concerning *cooperation*, coordination, exchanges, networks, innovation and training *provided for* in the new rural development regulations;

measures concerning *local cooperations on systems of sustainable production*. *This includes supporting the local* coordination, exchanges, networks, *work on* innovation and training in the new rural development regulations;

Or. en

**Amendment 84**  
**Martin Häusling, José Bové**

**Motion for a resolution**  
**Paragraph 6 a (new)**

*Motion for a resolution*

*Amendment*

**6a. Believes that a branding for quality products should be linked to specific production methods, geographical origins, traditions or cultural contexts, and notes that there are already existing brandings in the form of labels on protected designation of origin (PDO), protected geographical indication (PGI) and organic products; calls for a new 'local farming and direct sale' branding to cover local quality products intended for consumption in the region where they are produced**

Or. en

**Amendment 85**  
**Maria do Céu Patrão Neves**

**Motion for a resolution**  
**Paragraph 6 a (new)**

*Motion for a resolution*

*Amendment*

**6a. Calls on the Commission to draw up an inventory of the number of brands with specific regional features, cataloguing them and avoiding multiplication**

*wherever the scope of brand promotion overlaps, and developing strategies for promoting them internationally, in partnership with the Member States and/or regions, with a view to boosting European exports;*

Or. pt

**Amendment 86**  
**Giancarlo Scottà**

**Motion for a resolution**  
**Paragraph 6 a (new)**

*Motion for a resolution*

*Amendment*

*6a. Maintains that those programmes should cover many sectors, without, however, detracting from the overriding importance to be accorded to farming, and that they should be assessed by the managing authorities responsible for development plans;*

Or. it

**Amendment 87**  
**Martin Häusling, José Bové**

**Motion for a resolution**  
**Paragraph 6 b (new)**

*Motion for a resolution*

*Amendment*

*6b. Stresses that a branding that bases on 'quality', for promotion purposes, should apply not only to the characteristics of a product, but also to the way it is produced in terms of sustainability;*

Or. en

**Amendment 88**

**Britta Reimers**

**Motion for a resolution**

**Paragraph 7**

*Motion for a resolution*

*Amendment*

**7. Calls on the Commission to develop an approach to the official recognition of regional quality branding based on an objective assessment of the governance of the territorial development process, focusing in particular on the steps taken to incorporate the social, economic and environmental dimensions, the diversity of the economic and social actors involved in promoting regional quality branding and the quality of the set of specific goods and services which they can offer;** *deleted*

Or. de

**Amendment 89**

**Milan Zver**

**Motion for a resolution**

**Paragraph 7**

*Motion for a resolution*

*Amendment*

**7. Calls on the Commission to develop an approach to the official recognition of regional quality branding based on an objective assessment of the governance of the territorial development process, focusing in particular on the steps taken to incorporate the social, economic and environmental dimensions, the diversity of the economic and social actors involved in promoting regional quality branding and the quality of the set of specific goods and services which they can offer;** *deleted*

Or. sl



**Amendment 90**  
**Iratxe García Pérez**

**Motion for a resolution**  
**Paragraph 7**

*Motion for a resolution*

7. Calls on the Commission to *develop an approach to the official recognition of regional quality branding based on an objective assessment of the governance of the territorial development process, focusing in particular on the steps taken to incorporate the social, economic and environmental dimensions, the diversity of the economic and social actors involved in promoting regional quality branding and the quality of the set of specific goods and services which they can offer;*

*Amendment*

7. Calls on the Commission to *draw up recommendations and/or guidelines laying down standard criteria for the introduction and use of quality branding for all goods and services in the Member States' rural areas in order to avert interference with the smooth operation of PDOs, PGIs, and the 'mountain product' label, that is to say, territorially based quality schemes established and protected by EU legislation or in the process of development;*

Or. es

**Amendment 91**  
**Sylvie Goulard, Marian Harkin, Kent Johansson, Britta Reimers**

**Motion for a resolution**  
**Paragraph 7**

*Motion for a resolution*

7. Calls on the Commission to develop *an approach to the official recognition of regional quality branding based on an objective assessment of the governance of the territorial development process, focusing in particular on the steps taken to incorporate the social, economic and environmental dimensions, the diversity of the economic and social actors involved in promoting regional quality branding and the quality of the set of specific goods and services which they can offer;*

*Amendment*

7. Calls on the Commission *to continue* to develop *its three official quality labels (Protected Designation of Origin, Protected Geographical Indication, Traditional Specialty Guaranteed) which are already established and increasingly recognised by consumers, and to concentrate resources on these clearly defined labels rather than creating new ones, to enable them to contribute to both the development of rural areas economically, socially and environmentally, and the development of quality EU products to the greatest extent possible;*

**Amendment 92****Herbert Dorfmann, Elisabeth Köstinger, Christa Klaß, Elisabeth Jeggle****Motion for a resolution****Paragraph 7***Motion for a resolution*

7. Calls on *the Commission to develop an approach to the official recognition of regional quality branding based on an objective assessment of the governance of the territorial development process, focusing in particular on the steps taken to incorporate the social, economic and environmental dimensions, the diversity of the economic and social actors involved in promoting regional quality branding and the quality of the set of specific goods and services which they can offer;*

*Amendment*

7. Calls on *Member States to use the support possibilities for quality schemes at national and regional level under their rural development programmes while avoiding confusion with and weakening of EU quality schemes and notably those for PDO and PGI; calls on the Commission to ensure that quality schemes set up at Member State and regional level respect EU law;*

**Amendment 93****Esther Herranz García, María Auxiliadora Correa Zamora****Motion for a resolution****Paragraph 7***Motion for a resolution*

7. Calls on *the Commission to develop an approach to the official recognition of regional quality branding based on an objective assessment of the governance of the territorial development process, focusing in particular on the steps taken to incorporate the social, economic and environmental dimensions, the diversity of the economic and social actors involved in promoting regional quality branding and the quality of the set of specific goods and services which they can offer;*

*Amendment*

7. Calls *for better promotion of existing EU quality labels, in particular designations of origin and protected geographical indications; considers that the quality certification schemes recognised in EU legislation act as a major fillip to rural economies; calls on the Commission to study in detail what measures might be taken to promote European high-quality products more effectively both within the EU market and on outside markets;*

**Amendment 94**  
**Eric Andrieu**

**Motion for a resolution**  
**Paragraph 7**

*Motion for a resolution*

7. Calls on the Commission to ***develop an approach to the official recognition of regional quality*** branding based on an objective assessment of the governance of the territorial development process, ***focusing in particular on the steps taken to incorporate*** the social, economic and environmental dimensions, the diversity of the economic and social actors involved in promoting regional ***quality branding*** and ***the quality of*** the set of specific goods and services ***which they can offer***;

*Amendment*

7. Calls on the Commission ***to recognise and promote a new governance for rural areas, around the territorial excellence*** branding, ***with the aid of tools in the CAP reform such as the Community initiative LEADER, the technical assistance and networking tools, the EIP, the European evaluation network for rural development, the prize for innovative local cooperation in rural areas, as well as all other tools and means that may prove necessary; this new European territorial governance shall be*** based on an objective assessment of the governance of the territorial development process, ***taking into account*** the social, economic and environmental dimensions, the diversity of the economic and social actors involved in promoting regional ***identity*** and the set of specific goods and services ***able to be developed in each territory.***

Or. fr

**Amendment 95**  
**Michel Dantin**

**Motion for a resolution**  
**Paragraph 7**

*Motion for a resolution*

7. Calls on the Commission to develop ***an approach to the official*** recognition of regional quality ***branding*** based on an objective assessment of ***the governance of***

*Amendment*

7. Calls on the Commission to develop ***a system for*** recognition of regional quality ***brands which fits harmoniously with the PDO-PGI recognition system in the agri-***

*the territorial development process, focusing* in particular *on* the steps taken to incorporate the social, economic and environmental dimensions, the diversity of the economic and social actors involved in promoting regional quality branding *and* the quality of the set of specific goods and services which they can offer;

*food sector*, based on an objective assessment of *regional synergies, taking account* in particular *of* the steps taken to incorporate the social, economic and environmental dimensions, the diversity of the economic and social actors involved in promoting regional quality branding, the quality of the set of specific goods and services which they can offer *and the added value this instrument is likely to create and maintain in the territory concerned*;

Or. fr

**Amendment 96**  
**Maria do Céu Patrão Neves**

**Motion for a resolution**  
**Paragraph 7**

*Motion for a resolution*

7. Calls on the Commission to develop an approach to the official recognition of regional quality branding based on an objective assessment of the governance of the territorial development process, focusing in particular on the steps taken to incorporate the social, economic *and* environmental dimensions, the diversity of the economic and social actors involved in promoting regional quality branding and the quality of the set of specific goods and services which they can offer;

*Amendment*

7. Calls on the Commission to develop an approach to the official recognition of *European* regional quality branding *with specific criteria for its definition and creation*, based on an objective assessment of the governance of the territorial development process, focusing in particular on the steps taken to incorporate the social, economic, environmental, *sustainability and tourist promotion* dimensions, the diversity of the economic and social actors involved in promoting regional quality branding and the quality of the set of specific goods and services which they can offer;

Or. pt

**Amendment 97**  
**James Nicholson**

**Motion for a resolution**  
**Paragraph 7**

*Motion for a resolution*

7. Calls on the Commission to **develop** an approach to the official recognition of regional quality branding **based on an objective assessment of the governance** of the territorial development process, focusing in particular on the steps taken to incorporate the social, economic and environmental dimensions, the diversity of the economic and social actors involved in promoting regional quality branding and the quality of the set of specific goods and services which they can offer;

*Amendment*

7. Calls on the Commission to **support Member States in developing** an approach to **promote** the official recognition of regional quality branding of the territorial development process, focusing in particular on the steps taken to incorporate the social, economic and environmental dimensions, the diversity of the economic and social actors involved in promoting regional quality branding and the quality of the set of specific goods and services which they can offer; **stresses that Member States are best placed to ensure that this process is effective and beneficial;**

Or. en

**Amendment 98**  
**Francesca Barracciu**

**Motion for a resolution**  
**Paragraph 7**

*Motion for a resolution*

7. Calls on the Commission to develop an approach to the official recognition of regional quality branding based on an objective assessment of the governance of the territorial development process, focusing in particular on the steps taken to incorporate the social, economic and environmental dimensions, the diversity of the economic and social actors involved in promoting regional quality branding and the quality of the set of specific goods and services which they can offer;

*Amendment*

7. Calls on the Commission to develop an approach to the official recognition of regional quality branding based on an objective assessment of the governance of the territorial development process, focusing in particular on the steps taken to incorporate the social, economic and environmental dimensions, the diversity of the economic and social actors involved in promoting regional quality branding and the quality of the set of specific goods and services which they can offer; **maintains 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;*

Or. it

**Amendment 99**  
**Vasilica Viorica Dăncilă**

**Motion for a resolution**  
**Paragraph 7 a (new)**

*Motion for a resolution*

*Amendment*

***7a. Takes the view that original quality branding should not be imposed and the decision should be taken at Member State level;***

Or. ro

**Amendment 100**  
**Giancarlo Scottà**

**Motion for a resolution**  
**Paragraph 7 a (new)**

*Motion for a resolution*

*Amendment*

***7a. Notes also that managing authorities should examine projects and gauge their real territorial impact in terms of benefit; considers that managing authorities should be empowered to assign priority to projects involving the promotion of one or more agri-foodstuffs covered by the arrangements for high-quality products;***

Or. it