

Impact Indicator	1 – Economic growth
EU Strategy objectives	To integrate Lisbon priorities (jobs and growth) into rural development policy. (§1& §3) The resources devoted to axis 1 should contribute to a strong and dynamic European agrifood sector. (§3.1) The resources devoted to the fields of diversification of the rural economy and quality of life in rural areas under axis 3 should contribute to the overarching priority of employment opportunities and conditions for growth. (§3.3)
Programme objective	To contribute to the achievement of economic and social cohesion policy objectives (1) To integrate other major policy priorities as spelt out in the conclusions of the Lisbon and Göteborg European Councils for competitiveness (growth and employment) and sustainable development (e.g. Treaty requirement on environmental integration) (1)
Priority Objective	To improve the competitiveness of the agricultural and forestry sector To improve quality of life in rural areas and encourage the diversification of economic activities
Measurement of the indicator	Net additional gross value added expressed in PPS
Definition of the indicator	Net additional gross value added is the change in the gross value added created directly in supported projects and indirectly in the programme area that can be attributed to the intervention once double counting, deadweight, displacement and multiplier effects have been taken into account netted out . At the level of the beneficiary, gross value added is the difference between total output (sales) and the cost of goods and services purchased to produce the output (make the sales) intermediate consumption . To estimate the comparison of the welfare gain in EU, independently of the price level in each country, the measurement should be made in Purchasing Power Standard (PPS), by converting the Net Value Added measured in euros or in national currency in PPS, using the conversion rates established by Eurostat.
Sub-indicators	Broken down by agricultural, forestry, and non-primary sector activities.
Unit of measurement	Purchasing Power Standard (PPS)
Level of collection	National strategy level / programme level
Collection method/good practice	1. Estimated at level of direct and indirect beneficiaries by programme evaluator on the basis of output and result data, survey data and benchmark data and coefficients from similar projects and past evaluations (for calculation of double counting, deadweight, displacement and multiplier effects). Cross-checking against counterfactual situation and contextual trends in programme area. 2. Estimation of contribution to general trend at programme area level (baseline trend), where feasible/statistically significant compared to other factors.
Related baseline indicators	1. Economic Development 9. Economic Development of Primary Sector 13. Economic Development of Food Industry 29. Economic Development of Non-Agricultural Sector
Registration frequency	Reporting: Ex Ante, Mid Term and Ex Post evaluation

Impact Indicator	3 - Labour productivity
EU Strategy objectives	To integrate Lisbon priorities (jobs and growth) into rural development policy. (§1& §3) The resources devoted to axis 1 should contribute to a strong and dynamic European agrifood sector. (§3.1) The resources devoted to the fields of diversification of the rural economy and quality of life in rural areas under axis 3 should contribute to the overarching priority of employment opportunities and conditions for growth. (§3.3)
Programme objective	To contribute to the achievement of economic and social cohesion policy objectives (1) To integrate other major policy priorities as spelt out in the conclusions of the Lisbon and Göteborg European Councils for competitiveness (growth and employment) and sustainable development (e.g. Treaty requirement on environmental integration) (1)
Priority Objective	To improve the competitiveness of the agricultural and forestry sector To improve quality of life in rural areas and encourage the diversification of economic activities
Measurement of the indicator	Change in Gross Value Added per Full Time Equivalent (GVA / FTE)
Definition of the indicator	Change in labour productivity in beneficiaries targeted by the projects is the Change in Gross Value Added per full time equivalent (GVA / FTE) in beneficiary population targeted by interventions and indirectly in the programme area that can be attributed to the intervention once double counting, deadweight, displacement and multiplier effects have been taken into account.
Sub-indicators	Broken down by agricultural, forestry, food sector.
Unit of measurement	Euros per Full Time Equivalent
Level of collection	National strategy level / programme level
Collection method/good practice	1. Estimated by programme evaluator at level of direct and indirect beneficiaries on the basis of output and result data, survey data and benchmark data and coefficients from similar projects and past evaluations (for calculation of double counting, deadweight, displacement and multiplier effects). Cross-checking against counterfactual situation and contextual trends in programme area. 2. Estimation of contribution to general trend at programme area level (baseline trend), where feasible/statistically significant compared to other factors.
Related baseline indicators	6 Labour productivity in agriculture 10 Labour productivity in food industry 14 Labour productivity in forestry
Registration frequency	Reporting: Ex Ante, Mid Term and Ex Post evaluation