
Changes to legislation: There are outstanding changes not yet made to Commission Implementing Regulation (EU) 2015/1831. Any changes that have already been made to the legislation appear in the content and are referenced with annotations. (See end of Document for details) [View outstanding changes](#)

ANNEX **U.K.**

List of indicators for the assessment of the impact of information and promotion programmes referred to in Article 22

The system of indicators related to actions undertaken by the proposing organisations under information and promotion programmes does not necessarily capture all the factors that may intervene and affect the outputs, results and impact of an operational programme. In this context, the information provided by indicators should be interpreted in the light of quantitative and qualitative information relating to other key factors contributing to the success or failure of the programme's implementation.

1. **Output** indicators include, for example:
 - number of events organised;
 - number of spots aired on TV/radio or published print or online adds;
 - number of press releases;
 - size of target group aimed by specific activities (for example number of professionals to whom mail shots were addressed);
 - number of subscribers to e-mail newsletters.
2. **Results** indicators include, for example:
 - number of professionals/experts/importers/consumers who participated in events (such as seminars, workshops, tastings, etc.);
 - number of professionals/experts/importers/consumers who were reached by a TV/radio spot/print or online add;
 - number of professionals/experts/importers/consumers who participated in events and contacted the producers organisation/the producers;
 - number of non-paid articles published in the press within the period covered by the report of the information campaign;
 - number of visitors on the website or likes on their Facebook-site;
 - value of media clippings.
3. **Impact** indicators include, for example:
 - sales trends of the sector in the year following the promotion campaigns in the region in which they took place compared with the previous year and compared with the general sales trends on the market in question;
 - consumption trends for the product in that country;
 - value and volume of Union exports of the product promoted;
 - change in the Union products market share;
 - trend in the average sales price of the exported product in the country in which the campaigns took place;
 - change in the level of recognition of the logos of the Union quality schemes;
 - change in the image of Union quality products;
 - increase in awareness of intrinsic values/other merits of Union agricultural products as listed in Article 3(a) of Regulation (EU) No 1144/2014;
 - increase in consumer confidence following the implementation of the programme;
 - return on investment (ROI).

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Changes and effects yet to be applied to :

- Regulation revoked by [2023 c. 28 Sch. 1 Pt. 2](#)
- Annex word omitted by [S.I. 2019/823 reg. 4\(23\)](#)

Changes and effects yet to be applied to the whole legislation item and associated provisions

- Ch. 2 s. 1 omitted by [S.I. 2019/823 reg. 4\(4\)](#)
- Ch. 2 heading words omitted by [S.I. 2019/823 reg. 4\(3\)](#)
- s. 2 heading words omitted by [S.I. 2019/823 reg. 4\(16\)](#)
- Signature words omitted by [S.I. 2019/823 reg. 4\(22\)](#)
- Art. 5(4)(c)(i)-(iv) words substituted by [S.I. 2019/823 reg. 4\(5\)\(b\)](#)
- Art. 6(2)(a) words omitted by [S.I. 2019/823 reg. 4\(6\)](#)
- Art. 7(2)(a) words substituted by [S.I. 2019/823 reg. 4\(7\)\(a\)](#)
- Art. 7(2)(b) words omitted by [S.I. 2019/823 reg. 4\(7\)\(b\)](#)
- Art. 12(2)(a) words substituted by [S.I. 2019/823 reg. 4\(10\)\(b\)](#)
- Art. 14(3)(b) words substituted by [S.I. 2019/823 reg. 4\(12\)\(b\)](#)
- Art. 14(4)(a) words substituted by [S.I. 2019/823 reg. 4\(12\)\(c\)](#)