

Commission Implementing Regulation (EU) 2015/1831 of 7
October 2015 laying down rules for application of Regulation (EU)
No 1144/2014 of the European Parliament and of the Council on
information provision and promotion measures concerning agricultural
products implemented in the internal market and in the third countries

CHAPTER IV

FINAL PROVISIONS

Article 22

**System of indicators for the assessment of the
impact of information and promotion programmes**

1 This Regulation establishes a common framework for assessing the impact of information and promotion programmes based on a system of indicators. That system shall comprise the following three sets of performance indicators: output, result and impact indicators.

- a Output indicators shall measure the degree of implementation of the activities foreseen in each programme.
- b Result indicators shall measure the direct and immediate effects of the activities.
- c Impact indicators shall measure the benefits beyond the immediate effects.

2 Each proposal for an information and promotion programme submitted by the proposing organisation to the Commission shall specify what indicators from each set of performance indicators will be used for assessing the impact of that programme. The proposing organisation shall, where relevant, use the indicators set out in the Annex or may use other indicators if it can show that due to the nature of the programme concerned those indicators are more appropriate.

Article 23

Entry into force

This Regulation shall enter into force on the seventh day following that of its publication in the *Official Journal of the European Union*.

It shall apply from 1 December 2015 to the proposals of programmes submitted as from 1 December 2015.

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.

[View outstanding changes](#)

Changes and effects yet to be applied to :

- Regulation revoked by [2023 c. 28 Sch. 1 Pt. 2](#)

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\(12\)\(c\)](#)