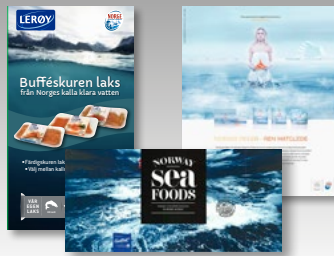


Company Initiative





Roll-ups

Company Initiative - Increasing the value of Norwegian seafood together!

Are you a Norwegian exporter who wants to conduct market activities to increase your sales, strengthen your position, and build strong relationships with your customers? Through Company Initiative, the Norwegian Seafood Council (NSC) can help more products to reach more customers. If you plan an activity where the Norwegian origin and the country of origin label (Norge - Seafood From Norway) is part of the communication, up to 50% of the activity can be co-funded. You will of course gain access to NSCs market competence in Norway and overseas.

We can work together on the following activities:

- **Materials** (brochures, posters, recipe booklets, roll-ups, etc.)
- **Consumer-targeted campaigns**, in-store product demonstrations and shows.
- **Training of demo personnel** in both retail and HoReCa.
- **Cooking classes** for customers and end-consumers.
- **PR activities** – launching of new products, roll-out of products in new markets, etc.
- **Purchase of media time** – Advertisements in external newspapers, magazines, TV, radio, social media and e-commerce channels. An upper limit of 50% co-funding is set for media purchase of up to 200,000 NOK. If the media purchase costs more than 200,000 NOK, excess has an upper limit of 15% co-funding to prevent the budget being used on a limited number of activities.
- **Analyses and measurements** associated with the above activities.



Posters

Advertisements



Borchures



Shelf Talkers



In-store product demonstrations




Cooking classes

How does this work? – 6 simple steps

Tip!

Early involvement of the NSC makes the process more effective and increases the likelihood that the NSC can finance 50% of the costs. For example, experience shows that you should start planning tasting demonstrations 2-3 months before the launch.

Company Initiative – Project Description	
EXPORTER/ PRODUCER:	_____
Contact person:	_____
Phone:	_____
E-mail address:	_____
MARKET:	_____
Product:	_____
Store/Chain (if product devices are included):	_____
Name of agency used for developing or execution of activity:	_____
Objectives:	_____
Description of activity (to be detailed as possible. Attach material if already developed):	_____
Duration, time(s) and variances of the activity:	_____
Total cost and cost per element in the activity (Attach budget):	_____
Other:	_____



Project description

1



Discuss

Speak with one of the NSCs Country Directors before commencing activity. Our local representatives can help provide advice and insight for the market in question, in addition to being able to clarify the scope of the opportunity at an early stage. It is of course also possible to speak with the head office in Tromsø

2



Plan

Create a plan describing the activity, objective, budget and timeline. If material is developed at this stage, it is submitted.

3



Develop

If material has not been developed, you receive an initial grant of up to 50% of the costs, allowing you to start the development. When the activity and materials have been developed, the NSC should be involved to ensure that an adequate reference is made to the product's Norwegian origin, in line with the select criteria. You may want to set aside time for any fine-tuning of the material.

4



Agree

When the plan and material is completed a final agreement is drawn up, which specifies the share of financials and the terms of cooperation.

5



Execute

The activity must be carried out in accordance with the agreed plan.

6



Evaluate

When the activity is completed it will be evaluated according to criteria set out in “documentation requirements and evaluation.”

Tip!

The plan, including graphic communication, should be sent to the NSC, leaving a reasonable amount of time before launch. It is recommended that the plan is submitted at least one month before launch, so that there is sufficient time to adjust expressions and messages to ensure that 50% financing is achieved.

We have offices in

- Tromsø (Head Office)
- Stockholm
- Hamburg
- London
- Paris
- Milano
- Madrid
- Lisbon
- Boston
- Rio de Janeiro
- Singapore
- Shanghai
- Tokyo



50%



Guidelines for Company Initiative

For cooperation through Company Initiative, the following guidelines applies:

- The maximum share of financing is 50% for all types of activities. A maximum limit of 50% is set for the financing of purchase of media up to 200,000 NOK. If the media purchase costs more than 200,000 NOK, excess has an upper limit of 15% co-funding to prevent the budget being used on just a few projects.
- It is assumed that external agencies are used for the development and execution of the activity.
- It should be clearly indicated on any material, product and other communications that the product is of a Norwegian origin.
- The industrys own mark, the “NORGE – Seafood from Norway” label should be part of the branding and used as an additional label alongside the company’s logo and corporate communication message.
- The Norwegian exporter remains responsible for the activity unless otherwise agreed. The exporter must ensure that the process is monitored when dealing with any importers, chains, agencies etc., as well as ensure that the activity is documented and evaluated in writing afterwards.
- The plan, including graphic communication, should be sent to the NSC, leaving a reasonable amount of time before launch. It is recommended that the plan is submitted at least one month before launch, so that there is sufficient time to change expressions and messages to ensure that 50% financing is received.
- The exporter pays for the activity at first and invoices the NSC retrospectively, unless otherwise agreed. Copies of invoices from subcontractors must be attached.
- This is a time-constrained activity and the NSCs grant will apply to each calendar year. For repeating activities conducted throughout parts of or the entire year, just one plan should be submitted. Essentially, new initiatives, products and markets will get priority.
- The NSC should be informed before the activity takes place if there are any changes to the plan.

What is not included in shared financing?

Legislations and the bylaws of the NSC gives guidance on how we can cooperate with individual companies. Some of the costs that are not subject to co-funding are mentioned below:

- **Salary costs** of exporters, manufacturers, importers, chains, etc.
- **Cost of raw materials.**
- **Sales bonuses.**
- **Discount coupons, prizes, gifts, gift cards and similar incentives** which are used to increase sales of a specific product.
- **Advertisements in flyers, customer magazines, and other promotional activities** where this is part of the joint marketing agreement between supplier and chain.
- **Rental of stand space, purchase of space for products etc.** when the rent is to be paid to a part of the value chain. For example, this may include rental of a chiller counter in the supermarket.
- **Accommodation and travel costs** are not covered in instances when the demo personnel etc. have to travel to other countries to perform the activities.



Raw materials



Advertisements in customer magazines



Rental or purchase of space for products

Tip!

We recommend the following three elements to ensure maximum funding: Species description (such as "Norwegian herring"), the "NORGE – Seafood from Norway" label and a country of origin picture.

What determines the proportion of financing?

The level of financing provided by the NSC is assessed according to the proportion of the total message that conveys the Norwegian origin of the product. In addition, the financial return is determined by budgets available and whether the activity is in accordance with the strategy of Company Initiative.

Examples of brochures where the NSC has covered 25%:
1 in 4 pages has the "NORGE – Seafood from Norway" label, text about the Norwegian origin and picture of the cold, clear waters of Norway.

プリンセスフィッシュとは？

プリンセス フィッシュ

北極の国ノルウェーではサーモンは「プリンセスフィッシュ」と呼ばれているのよ、プリンセスが健康で賢く美しいのは良い食生活をしているからなのかしら。みんなもプリンセスフィッシュをたくさん食べてね！

プリンセスフィッシュの
詳しいストーリーやレシピはこちら！ ➔

賢

母として…
賢くなる！

賢い選択で、賢い子育て！

賢く食べて子育て応援！

サーモンには、DHA や EPA といったオメガ3系必須脂肪酸が豊富に含まれています。脳の神経細胞が正しく働くためには、必須脂肪酸は欠かせません。

健

妻として…
健康になる！

中性脂肪を減らし、さよならメタボ！

オメガ3系必須脂肪酸の効果	EPA	DHA
血栓症の予防	★★★	★★★
血液サラサラ効果	★★★	★★★
動脈硬化の予防	★★★	★★★
悪玉コレステロールの改善	★★★	★★★
記憶力の向上	★★★	★★★

美

女として…
美しくなる！

美味しく食べて、美しい肌をゲット！

美しく食べてアンチエイジング

サーモンにはアスタキサンチンとオメガ3系必須脂肪酸 (DHA, EPA) が多く含まれています。アスタキサンチンは肌のアンチエイジング効果があるとされています。



Examples of material that has triggered 50% financing from the NSC: in all examples a picture is used showing the origin of the product, the "NORGE - Seafood from Norway" label is included and there is text explaining that this fish is from Norway.



Example of material that was not subject to co-funding: using only the "NORGE - Seafood from Norway" label does not trigger any financing.

Processing time

Once we receive your plan with descriptions, objectives, budget and timeline we will be able to provide confirmation within two weeks.

Once the material is approved, the NSC will set up a binding agreement within two weeks.



Documentation requirements and evaluation

A written report must be sent to the NSC after the activities, which consists of the following:

- A complete overview of all marketing efforts executed.
- A final statement of the costs incurred during the activities.
- Photo showing that marketing materials were used. For in-store tasting demonstrations a picture of each demo (with dates and times) should be enclosed which shows that the activity has been completed in the specified market in accordance with the plan.
- A qualitative assessment that briefly summarises the experiences of the activities. There may be feedback from customers, chefs, retailers, etc.
- Entries should be added to the report in instances where it is possible to quantify the impact. Sales figures before, during and after the activities were carried out can document the effect of the activity.

Invoice

- The NSC should only receive ONE invoice from the Norwegian exporter after the activity is completed, unless otherwise agreed. Copies of invoices from subcontractors must be attached so that the total cost for the whole activity is shown.
- Specifications of costs shall be stated on the invoice, as well as the percentage of the total cost that the NSC shall pay.
- The invoice shall never be more than what was agreed. If the total investment is less than what was originally agreed, then the NSCs share will be reduced accordingly. If the cost is higher than what was originally agreed, then the extra cost shall be met by the exporter or their customer.

Settlement will be made within 30 days of the date on which the invoice is received, assuming that the NSC has received all the necessary documentation.



Restrictions

There are certain conditions that limit the NSCs ability to participate in cooperative activities with individual entities. These are mainly:

- **The Norwegian Seafood Council's by-laws**, which do not permit us to provide “support or provide any other services to businesses that may be anti-competitive and could thus be considered illegal state aid under international agreements.”
- **The EEA Treaty**, which sets the guiding principles for and limits the ability to provide “support” even if fish as such are not covered by it.
- **WTO regulations**, and special rules imposed by the agreement on subsidies, etc. under the GATT agreement, which set guidelines for the NSCs ability to provide “benefits”.

Based on this, there are certain limitations with respect to the types of activities the NSC may contribute to, the conditions under which it may do so and the amount of funds it may make available. These restrictions have been established in order to avoid the NSC providing, or being accused of providing, support that works to distort competition.



The Norwegian Seafood Council

The Norwegian Seafood Council (NSC) works together with the Norwegian fisheries and aquaculture industry to develop markets for Norwegian seafood.

The Norwegian Seafood Council aims to increase the value of Norwegian seafood resources. We do this through market insights, market development, market risk management and reputational risk management in selected markets around the world.

Our head office is located in Tromsø, Norway, and we have representatives in Sweden, UK, Germany, France, Spain, Portugal, Italy, Brazil, Japan, Singapore, China and USA. In addition, we work to identify opportunities for Norwegian seafood products in both new and established markets.

The Norwegian Seafood Council

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