

JOINT MARKETING PROGRAM – co-financing for joint marketing

If you are a Norwegian exporter or producer and are planning a marketing project to market the Norwegian origin and the "Seafood from Norway" brand abroad or are planning a marketing project for increased seafood consumption in Norway together with "Godfisk.no". The Norwegian Seafood Council ("NSC") can, based on an application and prior approval, contribute with co-financing to this by agreement and on specified terms.

What is the Joint Marketing Program?

The NSC is working to increase the value of, and knowledge of, Norwegian seafood outside of Norway. Together with the companies in the seafood industry, we work to maintain and develop markets for Norwegian seafood products. We are also working to increase the seafood consumption in Norway, through "Godfisk.no". We therefore invest funds in several different marketing activities both inside and outside of Norway. Certain marketing activities can be carried out together with the industry players' own marketing work through the Joint Marketing Program.

What activities can qualify for co-financing through the Joint Marketing Program?

The Joint Marketing Program is the NSC's co-financing scheme for joint marketing of projects with industry players. It is reserved for projects approved by the NSC upon application with (i) a focus on increasing the seafood consumption in Norway, or (ii) marketing projects outside of Norway that focus on the Norwegian origin and use the trademark "Seafood from Norway" as an essential part of the overall message in the marketing project. The NSC may co-finance projects that fulfil the purpose of the scheme as described above.

The NSC's share of the funding will be equivalent to the share of the NSC's marketing in the total communication. However, the NSC's share cannot exceed 50 percent of the total costs. The share of co-financing is in any event limited to NOK 1.25 million excl. VAT per project.

Examples of what the Seafood Council can co-finance

- **MARKETING MATERIALS** – brochures, posters, ads, film, roll-ups, shelf talkers, stickers, etc.
- **B2C ACTIVITIES** – product demos, product launches, cooking demonstrations etc.
- **B2B ACTIVITIES**
- **PR ACTIVITIES** – product launches, product demonstrations, events, press trips, etc.
- **MEDIA PURCHASES** – Advertising in external newspapers, magazines, advertisements, TV, radio, social media, and eCommerce channels.

Examples of what the Seafood Council cannot co-finance

- **COST OF RAW MATERIALS** (i.e. purchases of seafood)
- **PRODUCT PACKAGING AND PRODUCT LABELLING** (except for stickers)
- **CUSTOMER VISITS** or similar activities involving employees in the value chain
- **FINANCIAL** compensation or any other benefits to employees at manufacturers, exporters, importers, retailers or other parts of the value chain.
- **USE OF ONLY "SEAFOOD FROM NORWAY" OR OTHER SEAFOOD COUNCIL BRANDS** – without further text or other associated communication, e.g. origin pictures.
- **ADVERTISING** related to price discounts or discount coupons.
- **SPONSORSHIPS**
- **RENTAL OF STAND SPACE AND OTHER COSTS** (e.g. registration or attendance fees) related to participation at

trade fairs or similar events, purchase or rent of space for products in store.

- **DEVELOPMENT OR OPERATION OF WEBSITES OF** individual companies, individual products or specific brands.
- **MARKETING ACTIVITIES THAT ARE PART OF THE SUPPLY AGREEMENT** between supplier and retailer, or any other part of the value chain.
- **ACCOMMODATION COSTS** are not covered for demo staff.

Joint Marketing Program – briefly about the application and approval process

Each year, a budget for co-financing funds is allocated to the Joint Marketing Program. The total co-financing budget consists of five industry budgets, for salmon and trout, whitefish, cured products, shellfish, and pelagic species respectively. Subject to available budget funds, the program is available to producers registered in the [Norwegian Food Safety Authority's list of fishery establishments](#), and Norwegian exporters who pay export levy pursuant to the Fish Export Act of 27 April 1990 No. 9 and associated regulations.

The NSC publishes information about the Joint Marketing Program on its website, as well as the opportunity to submit an application for co-financing funds for marketing projects. For projects to be completed this year, the application must be submitted before 30 November.

To receive co-financing through the Joint Marketing Program, the player must submit an application for co-financing for a marketing project within the deadline. If the application complies with the guidelines and is approved by the NSC, an agreement is entered into, in the form of a letter of commitment, covering the specific marketing project, which also includes the general terms and conditions for the Joint Marketing Program. These are considered, together with what is otherwise stated in the General Terms and Conditions, as the agreement.

In the event of insufficient co-financing funds, a selection will be made based on the time of submission of the application. Following the completion of the marketing project, the player must submit a final report so that the NSC can verify that the marketing project has been carried out in accordance with the application, agreement, and terms and conditions for granting the NSC's co-financing. Following the approved final report, the NSC will pay its share of co-financing for the joint marketing project based on the specified invoice and associated underlying documentation from the applicant.

Application requirements

The application to the NSC should be submitted at least one month before the activity takes place, and no later than 30 November for projects to be completed before the end of the same calendar year. For recurring activities that are carried out through parts of, or all year round, only one application must be submitted. The application must:

- Contain a confirmation that you accept the guidelines, the general terms and conditions and the agreement in general.
- Describe the proposed marketing activity, how and when this will be carried out, which subcontractors (agencies, printers, designers etc.) will be used, and how promotion of the Norwegian origin or increased seafood consumption in Norway will be achieved through the marketing project.
- Specify the total cost of the marketing activity and the sum and share in percentages for which co-financing funds are sought.
- Be submitted through the NSC's [digital application form](#).

If the application for co-financing exceeds NOK 500 000 (excl. VAT), a tax certificate that is no older than 6 months must be attached.

Reporting - documentation requirements

After completion of the activity, a final written report must be submitted on the NSC's [digital report form](#). The final report shall consist of the following elements:

- **A complete** overview of all marketing activities that have actually been completed, with a brief summary of the project.
- **A final overview of the total costs.** Specifications of the total costs and percentage of the total cost that the NSC will pay in accordance with the application and agreement. The NSC's payout can never exceed the maximum amount stated in the grant letter/agreement, and never exceed 50 percent of the total cost, even if the total costs were higher or lower than budgeted. If the total costs are less than originally agreed, the NSC's payment will be adjusted down accordingly.
Pictures of the activity documenting execution/completion. The pictures must clearly show how the NSC's and the player's own marketing materials were used. All marketing materials used in the activity must be presented and documented. For in store demonstrations, one [picture](#) from each [demo day](#) (with date, time and location) must be submitted, clearly showing that the demonstration has been conducted according to plan.

Joint Marketing Program Guidelines

For co-financing through the Joint Marketing Program, the following guidelines apply:

- 1.1. The application for co-financing funds for marketing activity must come from a Norwegian exporter who pays export tax pursuant to the Fish Export Act of 27 April 1990 No. 9 with associated, regulations, or a manufacturer registered in the Norwegian Food Safety Authority's list of fishery establishments. The application must be submitted within the deadline on 30 November each year.
- 1.2. When there are insufficient co-financing funds left in this year's budget, a selection will be made based on the time of the submission of the application.
- 1.3. The Joint Marketing Program is not intended to finance the activities of industry players. The co-financing shall only go to third parties outside the value chain who carry out or assist in the execution/completion of the marketing activity (e.g., agency responsible for carrying out in-store demonstration or designer and printing company used for the production of materials) on behalf of the player.
- 1.4. Under no circumstance will the NSC offer co-financing of more than 50 percent of approved total costs in a project. The NSC's share of funding depends on the proportion of the total marketing communication devoted to the Norwegian origin and "Seafood from Norway", versus the company's own profiling. In Norway, it is crucial how much of the communication promotes increased seafood consumption and communicates "Godfisk.no". For marketing abroad, the share of co-funding will depend on the share of communication of the Norwegian origin and the trademark "Seafood from Norway", with related marketing assets. The NSC has developed design guidelines for the development of materials for Joint Marketing projects conducted in Norway and abroad, which have to be followed when developing materials for all projects completed through the Joint Marketing Program.
- 1.5. An industry player cannot receive co-financing funds of more than NOK 1.25 million (excluding VAT) for one type of marketing activity from one industry budget in one market in each individual budget period (i.e., per calendar year).

- 1.6. If co-financing funds have been granted through the Joint Marketing Program and it is revealed that the marketing project is not carried out in accordance with the agreement, and/or applicable laws and regulations, or other regulatory requirements from the responsible authorities in the country where the activity takes place, or that incomplete or incorrect information has been provided to the NSC, this may give grounds for refusing payment, making offsets, or possibly making a claim for repayment.
- 1.7. For all activities outside of Norway, the products marketed through the Joint Marketing Program must be labelled with the "Seafood from Norway" trademark, and comply with the [General Guidelines and Terms and Conditions for the use of the "Seafood from Norway"-trademark](#). If the products are processed and labelled outside of Norway, the foreign manufacturer must have entered into a licensing agreement with the Seafood Council for the use of the "Seafood from Norway" trademark on their products. Marketing of products of non-Norwegian origin or products that may be perceived to be of non-Norwegian origin through the Joint Marketing Program is not permitted. It is not permitted to market products that are not meant for human consumption under Chapter 3 of the Customs Tariff, with the exception of flour and pellets of fish, suitable for human consumption (customs tariff position 03.05.1000) or Chapter 16, position 16.04 and/or 16.05, in the Norwegian customs tariff.
- 1.8. For media purchases, a maximum limit of 50 percent co-financing of NOK 200,000 (excl. VAT) has been set. If the cost of media purchasing exceeds NOK 200,000 (excl. VAT), the excess may be financed by a maximum of 15 percent.
- 1.9. The applicant is responsible for the execution/completion of the project. The applicant must therefore ensure follow-up of the process with any customers, retailers, agencies, etc., as well as ensure that the marketing activity is documented and reported in the manner requested by the NSC after completion. If there are any changes to the plans, the NSC must be informed in writing before the activity takes place.
- 1.10. The applicant is responsible for paying all costs related to the marketing project and shall only send one invoice to the NSC after the final report has been submitted and approved by the NSC. All invoice copies from subcontractors are to be submitted with the final report. The NSC pays out the co-financing funds within 30 days of receiving the final invoice.
- 1.11. Under no circumstance can the Joint Marketing Program be applied in, or in association with, players, projects and/or in channels, where the marketing activity, the use of the trademark "Seafood from Norway" or any other of NSC's trademarks or brands and/or marketing material, entails a risk of jeopardizing distinctiveness, goodwill or reputation of the NSC, the "Seafood from Norway" trademark or any other of NSC's trademarks or brands. The NSC retains the right to – at its sole discretion – assess such risk and determine whether or not the Joint Marketing Program can be applied.
- 1.12. The NSC is exempt from the Freedom of Information Act, cf. Section 1 (a) of the Publicity Regulations). Access to information related to marketing projects where the NSC contribute co-financing will therefore not be granted to any third party not related in the project, but in order to ensure transparency, access may be granted to the following information:
- The total budget for the Joint Marketing Program,
 - The budget distribution at the industry budget level,
 - The number of industry players receiving funding through the Joint Marketing Program, and
 - Co-financing funds that industry players have received for joint marketing projects, in anonymized form, i.e. without identifying the company(/ies) and/or market(s)/region(s) which has/have received co-financing funds.