

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 (the "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 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 the program *"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 NSC's 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 seafood 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) seafood 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, and subject to the guidelines set out in this document, the NSC's general terms and conditions for the Joint Marketing Program and subject to a specific letter of approval.

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/MEDIA 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 BRANDS OF THE NORWEGIAN SEAFOOD COUNCIL** – 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. NSC's budget for co-financing of marketing activities for the different industries for the period 01 December 2024 to 30 November 2025 is included in Annex 1. Subject to available budget funds, the program is available for (i) producers registered in the [Norwegian Food Safety Authority's list of fishery establishments](#), and (ii) Norwegian exporters who pay export levy pursuant to the Fish Export Act of 27 April 1990 No. 9 and associated regulations.

Award of co-financing requires that there are available funds in the budget for the relevant category of species/relevant industry sector within the budget period. The NSC is free to assess the applications and may either accept or reject applications, provided that the NSC's free discretion is just and exercised in line with these Guidelines.

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, an application must be submitted 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 approval, covering the specific marketing project, which also includes the general terms and conditions for the Joint Marketing Program. These are considered, together with what otherwise follows from the general terms and conditions for the Joint Marketing Program, as the entire agreement.

In the event of insufficient co-financing funds, a selection will be made by the NSC 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, the agreement, the terms and conditions for the Joint Marketing Program and the prerequisites 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 a specified invoice and the 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 for the Joint Marketing Program 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 actually have 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 approval letter/the 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 (the "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 NSC reserves the right to reject applications - at its sole discretion - with just cause, e.g. based on an assessment of the marketing activity's nature, character and effect, conditions in the market (national, regional and/or local) in which the activity is proposed to be carried out in, and/or based on assessments of the actor(s) who will contribute to the marketing activity(ies) also with regards to the available budget funds per industry sector. In addition, applications can be rejected based on reasons set out in clause 1.12 of these Guidelines.
- 1.4. 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.

- 1.5. 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.
- 1.6. 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).
- 1.7. 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.
- 1.8. 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.
- 1.9. 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.
- 1.11. 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.
- 1.12. 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.

1.13. 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 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.

Annex 1:

1.1. For the budget period (1 December 2024-30 November 2025), the Joint Marketing budget for the different species is as follows:

Salmon and trout	15 000 000 NOK
Whitefish	9 500 000 NOK
Cured products	2 500 000 NOK
Pelagic species	3 900 000 NOK
Shellfish	2 200 000 NOK

1.2. The different species/industry budgets cover the following species:

Salmon and trout*	Atlantic salmon (<i>Salmo salar</i>), Rainbow trout (<i>Oncorhynchus mykiss</i>), and Arctic char (<i>Salvelinus alpinus</i>)
Whitefish*	Atlantic cod (<i>Gadus morhua</i>), Greenland halibut (<i>Reinhardtius hippoglossoides</i>), Northern wolffish (<i>Anarhichas denticulatus</i>), Monkfish (<i>Lophius piscatorius</i>), Spotted wolffish (<i>Anarhichas minor</i>), Atlantic wolffish (<i>Anarhichas lupus</i>), Haddock (<i>Melanogrammus aeglefinus</i>), Atlantic halibut (<i>Hippoglossus hippoglossus</i>), Ling (<i>Molva molva</i>), European hake (<i>Merluccius merluccius</i>), Turbot (<i>Scophthalmus maximus</i>), Pollack (<i>Pollachius pollachius</i>), European plaice (<i>Pleuronectes platessa</i>), Lumpfish (<i>Cyclopterus lumpus</i>), Pallock (<i>Pollachius virens</i>), and Atlantic redfish (<i>Sebastes norvegicus</i>)
Cured products*	Cured products (clipfish, stockfish, and saltfish)
Pelagic species*	Atlantic mackerel (<i>Scomber scombrus</i>) and Herring (<i>Clupea harengus</i>)
Shellfish*	The shellfish budget is reserved for seafood defined as such by <i>Store norske leksikon</i> (https://snl.no/skalldyr).

*The above-mentioned species must also meet the criteria for use of the "Seafood from Norway" trademark (https://en.seafood.no/GeneralGuidelines_SfN/).

1.3. For the next budget period (1 December 2024-30 November 2025), one industry player cannot receive co-financing of more than the amount below (ex. VAT) for one type of marketing activity from one species budget in one market from the respective species/industry budgets.

Salmon and trout	1 250 000 NOK
Whitefish	1 250 000 NOK
Shellfish	1 250 000 NOK
Pelagic species	20% of species/industry budget (780 000 NOK)
Cured products	700 000 NOK

1.4. For Joint Marketing of pelagic species, the following budget limitation applies for 2025.

A maximum of 25 % (NOK 975 000) of the industry budget for pelagic species can be granted for Joint Marketing Projects outside markets where the Norwegian Seafood Council invests in own marketing activities (i.e. Germany, Japan, Norway, People's Republic of China, Republic of China, Republic of Korea, Thailand, and Vietnam).