

There might be small differences between the actual form and this preview.

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Application Form Joint Marketing Program

Use this form to submit an application for co-funding through the NSC Joint Marketing Program for marketing projects and/or in-store demonstrations. The Guidelines have been updated for 2024, please read the updated guidelines before submitting your application.

Important! Read the Guidelines carefully, have a look at the preview of the application form on the right hand side of this web page, and prepare the following before you begin the submission process:

Budget: One file containing a budget with the estimated total cost of the project and budgetary break down with all relevant expenditures (template can be found as attachment on the right side of this web page)

Address list (if relevant): One Excel/Word/PDF-file containing the complete or tentative address list for all planned.

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Exporter/Producer: *

Exporter/Producer - Company Name

Contact Person: *

Given name Surname

Fornavn Etternavn

Title: *

CEO/CFO/Manager

Phone Number: *

+47 888 88 888

E-mail: *

example@example.com

The application for a Joint Marketing Project must be submitted by a registered Norwegian exporter or by a [producer registered in the Norwegian Food Safety Authority's list of Fishery establishments \(in Norwegian\)](#).

The Norwegian exporter/producer is responsible for the project unless otherwise agreed. This means that the exporter is responsible for administrating the Joint Marketing project with regards to customers, retailers, agencies, etc., and also for the documentation of the project after it has been completed.

Project period

When and where will the activities be conducted?

The application to the NSC should be submitted at least one month before the start of the activity. The application deadline is the 30th of November each year.

One application should be submitted for recurring activities that are conducted throughout, or during parts of the year.

*

- Q1 2025 (Jan.-Mar.) Q2 2025 (Apr.-Jun.)
 Q3 2025 (Jul.-Sep.) Q4 2025 (Oct.-Dec.)

Date(s) *

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Project Description

What kind of marketing project are you applying for co-financing through the Joint Marketing Program?

Name of the project: *

Country *

Which species will be marketed through this activity? *

- Atlantic cod (*Gadus morhua*)
- Atlantic halibut (*Hippoglossus hippoglossus*)
- Atlantic herring (*Clupea harengus*)
- Atlantic mackerel (*Scomber scombrus*)
- Atlantic salmon (*Salmo salar*)
- Greenland halibut (*Reinhardtius hippoglossoides*)
- Haddock (*Melanogrammus aeglefinus*)
- Rainbow trout (*Oncorhynchus mykiss*)
- Red king crab (*Paralithodes camtschaticus*)
- Saithe (*Pollachius virens*)
- Shrimp/prawns
- Snow crab (*Chionoecetes opilio*)
- Cured products (clipfish, stockfish, saltfish)
- Other

The Norwegian Seafood Council has its head office in Tromsø, Norway, and has representatives in 12 countries.

[See a list of our country offices and find the contact information for our market directors here](#)

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Other species

Product

Name of the agency used for development and/or implementation of the activity: *

Short description of the activity (What are you going to do? How is the "Seafood from Norway" trademark and/or the Norwegian origin incorporated in the communication? Please be specific). *

Maksimum 200 ord. Brukt for øyeblikket: 0 ord.

Are in-store demonstrations a part of the project? *

- Yes No

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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.

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This page will only appear if in-store demonstrations are a part of the project.

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How many in-store demonstrations will be conducted? *

In which retailer(s) will the in-store demonstrations be conducted? *

Address list

Please attach an address list detailing the name and address of each store, the date(s) which the in-store demonstrations are to be held, and the total number of in-store demonstrations given as a part of this project. If the list is not yet confirmed, please upload a file indicating which retailers will be a part of the project, and how many demonstrations will be given in total.

*

Choose file

 No file chosen

Important!

[See Explanation photo documentation.](#)

For in-store tasting demonstrations, the NSC requires **one picture (no more) of each demo day from each store, with date and place clearly indicated**, in order to confirm that the demo was conducted in the specified market, store, etc., in accordance with the approved project description. The picture must clearly show how the "Seafood from Norway" trademark was incorporated in the total communication related to the In-store demonstration in relation to the exporter's own brand. Without adequate photo documentation, the NSC cannot co-fund the in-store demo.

[Template for attachment used to report In-store demonstrations is found here](#)

Hint: Converting the PowerPoint-presentation to the PDF-format will give a much smaller file, which will take far shorter time to upload.

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Guidelines

What the NSC can co-finance

- MATERIALS - brochures, posters, recipe booklets, roll-up banners, stickers, etc.
- B2C-ACTIVITIES - product demos, in-store demonstrations, events, cooking demos
- B2B-ACTIVITIES - product demonstrations, events, trade shows (PS: Not customer visits)
- PR-ACTIVITIES - product launches, press trips, events, etc.
- MEDIA PURCHASES - advertisement in external newspapers, magazines, on TV, in social media and through e-commerce channels

What we cannot co-finance?

The NSC works to increase the value of Norwegian seafood and cannot provide "support or any other services to businesses that may potentially distort competition and thus be deemed as illegal state aid". Thus, we cannot co-finance the following costs:

- 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.

Total estimated budget (without tax): *

E.g. 200 000 EUR

Share of (%) co-funding applied from the NSC (maximum 50%): *

- 50% 25% Other

Please use the currency which will be used in the invoices related to the project.

Do not include VAT.

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Share of (%) co-funding applied from the NSC (maximum 50%): *

50% 25% Other

Total amount of co-funding applied from the NSC (without tax): *

E.g. 100 000 EUR (maximum 50% of the total estimated budget)

Upload preliminary budget:

[Template for attachment is found here](#)

PS: Please use the [new template](#) *

No file chosen

Design:

The NSC has developed design guidelines for the development of materials for Joint Marketing Program in Norway and abroad, which have to be followed when developing materials for all Marketing Program

[Joint Marketing Program - Design guidelines - "Seafood from Norway"](#)

[Joint Marketing Program - Design guidelines - "Godfisk.no"](#)

Mock-ups for material

No file chosen

Other information

Other attachments

No file chosen

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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.

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PS: Labelling with the "Seafood from Norway" trademark on products

For marketing campaigns/activities outside of Norway, the Norwegian seafood industry's trademark, "Seafood from Norway", must be a part of the product labelling of the product being promoted and the products must be according to the [General Guidelines and Terms and Conditions for use](#). If the products are produced and/or labelled abroad, the foreign producer must apply for a licensing agreement with the NSC to be able to use the "Seafood from Norway" trademark on their products. Projects marketing seafood of non-Norwegian origin or seafood which might be perceived by the consumer to be of non-Norwegian origin, cannot receive co-financing through the Joint Marketing Program. [Read about Licensing of the "Seafood from Norway" trademark](#)

How are the products that are to be marketed as a part of this campaign labelled with "Seafood from Norway"? *

- Product labelling Stickers Other

Product labelling/stickers: *

No file chosen

Terms & Conditions

Declaration of intent *

- By checking this box you acknowledge the guidelines for the Joint Marketing Program and declare your intent to abide by them
-

[Read the Guidelines for the Joint Marketing Program here.](#)

Declaration of intent *

- By checking this box you acknowledge the design guidelines for the Joint Marketing Program and declare your intent to abide by them
-

[Read the design Guidelines for the Joint Marketing Program here.](#)

Declaration of intent *

- By checking this box you acknowledge the terms set out in the letter of commitment and declare your intent to abide by them
-

[Read the letter of commitment here.](#)

Do you give your consent to store and process the personal information about you in order to handle this application? *

- I hereby give my consent
-

[Read the consent declaration here.](#)

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