

EU Promotion policy

Annual Work Programme 2018

INFO DAY in Slovakia, 12 March 2018

*Dušan CHRENEK
DG Agriculture and Rural Development*

CHALLENGES

Competition against European agricultural products

- Increased liberalisation of trade (FTA's)
- Increased globalisation of the world economy
- Promotion policies of EU competitors
- Good performance (export – EUR 138 bn; import EUR 117,4 bn); Slovakia lagging behind (export EUR 135 mil.; import EUR 351 mil.)

Increased cost pressure on EU farming economy

- Gradual increase of agricultural prices/ steep increase of energy and fertiliser prices
- Stricter production standards
- Strengthened requirements related to environment and climate change

Lack of awareness of the qualities of EU agricultural products

- Only 18% of Europeans recognize the PDO/PGI logos. The organic logo is recognized by 27%. Slovakia – better PDO/PGI/TSG 26/22/27; organic 27%.

LEGAL BASE

Promotion policy – Legal basis

Basic act

Regulation (EU) No 1144/2014

Delegated and implementing acts

Commission Delegated Regulation (EU) 1829/2015

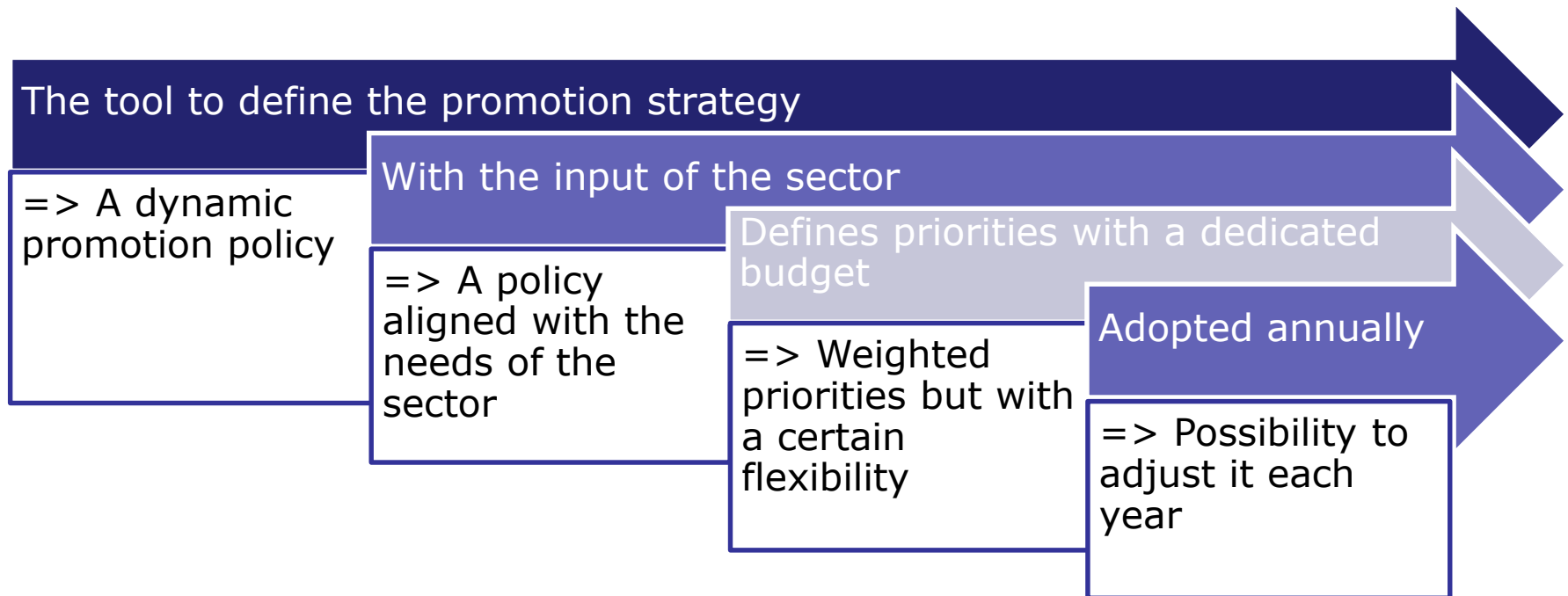
Commission Implementing Regulation (EU) 1831/2015

Annually:

- Annual work programme
- Calls for proposals

AWP 2018

What is 'Annual work programme' ?



How did we draft the AWP 2018?

- The objectives of the Regulation itself: (i) increase the number of activities aimed at third countries where there is the highest potential of growth and (ii) in the internal market, inform consumers about the high standards of EU products, notably the EU quality and organic logos
- For third countries, a macro-economic analysis on projected increase in imports on existing or emerging markets, as well as a policy evaluation on FTAs or expected removal of SPS barriers
- Contributions from stakeholders, consulted in January through the Civil Dialogue Group on Quality and Promotion (Food drink, Copa-Cogeca, AVEC, Interfel, Hortiespaña, CEEV, AREFLH, Freshfel, Europatat, Slow food...)
- Comments from Member States
- Results of the 2017 calls and HLM

The Annual Work Programme for 2018

Procedure

- **31/03/2017: Comments received by stakeholders**
- **15 and 30/06/2017: Discussion with MS and stakeholders**
- **14/07/2017 : written comments by MS and stakeholders**
- **31 October 2017: Vote in the Committee**
- **15 November 2017: Adoption of the AWP by the Commission**
- **12 January 2018: Publication of calls for proposals**

Structure of 2018 AWP

Annex I

1- GRANTS – co-financing of programmes: 179 M€

2- PROCUREMENT – measures on the initiative of the Commission: 9,5 M€

Annex II

Criteria (eligibility/exclusion/selection/award) for financial contribution to **simple** programmes

Annex III

Criteria (eligibility/exclusion selection/award) for financial contribution to **multi** programmes

The priorities of the Annual Work Programme for 2018

- **Continuity with AWP 2017**
- **Novelties:**
 - Increased budget!
 - Earmarked envelope to promote healthy eating and increase the consumption of fruits and vegetables in the internal market
 - Earmarked enveloppes for sustainable sheep/goat meat in the internal market
 - Multi programmes: emphasis on third countries
 - Additional multi call in case of market disturbance

Different types of actions

Information and promotion programmes :

- ✓ 1 to 3 years
- ✓ Submitted by proposing organisations (PO)
- ✓ **SIMPLE programmes** : one or more PO from the same MS
- ✓ **MULTI programmes** : several POs from several MS + EU organisations

Commission initiatives :

- ✓ Information and promotion measures :
 - ❖ High-level missions
 - ❖ Participation in trade fairs
 - ❖ Own campaigns
- ✓ Technical support services

2. Cofinancing rates

- ✓ ~~National cofinancing~~
- ✓ **EU cofinancing rates :**



	Type of programmes	
	Simple	Multi
Internal market	70%	80%
External market	80%	80%
In case of serious market disturbance/ loss of consumer confidence	85%	85%

+ 5% for MS under financial assistance

Priorities for AWP 2018 (compared to AWP 2017)

SIMPLE PROGRAMMES	%	Mio EUR
SIMPLE PROGRAMMES in Internal Market	20%	20 (22,5)
TOPIC 1. Programmes on EU Quality Schemes	55%	11 (12,3)
TOPIC 2. Programmes highlighting the specific features of agricultural methods in the Union and the characteristics of EU agrifood products	35%	7 (10,1)
TOPIC 3. Programmes on sustainable sheep/goat meat	10%	2
SIMPLE PROGRAMMES in Third Countries	75%	75 (63)
TOPIC 4. China, Japan, South Korea, Taiwan, South East Asia, Southern Asia	35%	26,25 (14,7)
TOPIC 5. Canada, USA, Mexico, Columbia	30%	22,5 (11,6)
TOPIC 6. Other geographical areas	35%	26,25 (20)
Market disturbance/additional call for proposals	5%	5 (4,5)
Total SIMPLE	100%	100 (90)
MULTI PROGRAMMES	%	Mio EUR
MULTI PROGRAMMES in Internal Market		42
TOPIC A. Programmes on sustainable sheep/goats meat	5%	4
TOPIC B. Programmes to increase the consumption of fruits and vegetables in the IM in the frame of proper dietary practices	10%	8
TOPIC C. Programmes highlighting the specific features of agricultural methods in the Union and the characteristics of EU agrifood products or on EU Quality Schemes	38%	30 (15,05 for EU logos in IM or TC)
Multi programmes in Third countries		32,1
TOPIC D. Programmes highlighting the specific highlighting the specific features of agricultural methods in the Union and the characteristics of EU agrifood products or on EU Quality Schemes	41%	32,1 (12,9 for generic in IM or TC)
Market disturbance/additional call for proposals	6%	5
Total MULTI	100	79,1 (43)
TOTAL SIMPLE and MULTI PROGRAMMES		179,1 (133)
Commission own initiatives		9.5 (9,5)
TOTAL PROMOTION		188,6 (142,5)

LESSONS LEARNED 2016-2017

Lessons learned from 2016 and 2017

- Competition (and therefore probability of getting EU funding) depends on the topic chosen; for some topics, there is a 1:8 ratio of retained proposals
- Even though the number of ineligible proposals is decreasing year to year, eligibility conditions still seem difficult to grasp → applicants to analyze carefully eligibility conditions listed in Section 6 of the call for proposals

Reasons for rejection: eligibility and admissibility

- Inadmissible: mandatory annexes and supporting documents not submitted, proposal sent by email after the deadline
- Out of scope: e.g. project not promoting an eligible product or scheme
- Ineligible applicants: applicant organization not eligible or not representative of the product/sector promoted, private companies acting as co-applicants, non-EU applicants

Reasons for rejection: eligibility and admissibility

- Ineligible products or activities: wine in simple proposal not combined with another product, promotional activities targeting consumers for wine or spirits on the internal market
- No significant scale: simple proposals which do not promote EU quality schemes or proper dietary practices are implemented only in the Member State of the applicant

Reasons for rejection – quality of proposals (2017 calls)

Award criterion	N ^o of proposals below threshold
Contribution to policy objectives	14
Technical quality	67
Management quality	54
Cost-effectiveness	98

How is the quality of proposal determined?

- Quality of all eligible proposals is assessed against *Award criteria* announced in the AWP/call (section 9)
- Projects within the same topic compete based on scores obtained for quality
- Guide for applicants, Annex "Additional information on award criteria"
 - **Make sure to address each (sub)criterion mentioned in this Annex**

ELIGIBILITY

ELIGIBILITY

Legal basis

- *Article 7 of Regulation (EU) n°1144/2014 of the European Parliament and of the Council*
- *Article 1 of Commission Delegated Regulation (EU) n° 2015/1829*
- *Section 6 of the calls for proposals*

Eligible products and schemes



Proposing organisations



- ✓ All agricultural products
- ✓ Open to certain products (beer, chocolate, spirits with a Protected Designation of Origin)

- ✓ Trade or inter-trade organisations representative of the sector(s) concerned at MS
- ✓ Trade or inter-trade organisations at EU level
- ✓ Producer organisations
- ✓ Bodies with public service mission in charge of promotion of agricultural products (example: Agence Bio, Chambers of agriculture)

Clarification of the status of beneficiaries

New beneficiaries coherent with Single CMO post 2013

- ✓ Wine:
 - ✓ Simple products
 - ✓ Multi products
 - ✓ On the internal market = Information on quality schemes or responsible consumption

- ✓ Fishery and aquaculture products : Basket approach

- ✓ Schemes : EU quality schemes, organic, RUP, national quality schemes



wider list of eligible products including processed products.

Consistent with other CAP promotion measures and EU policy on alcohol consumption

Is my organisation eligible to the EU promotion aid scheme?

- ✓ Trade or inter-trade organisations at MS level
- ✓ Trade or inter-trade organisations at EU level
- ✓ Producer organisations
- ✓ Agri-food bodies with public service mission in charge of promotion of agricultural products



No permanent support: a proposing organisation shall not receive support for information and promotion programmes on the same product or scheme, carried out in the same geographical market on more than two consecutive occasions

Is my organisation representative of the sector?

Shall be representative of the sector or product concerned

- ✓ Trade or inter-trade organisations at MS or EU level:
 - 50% rule;
 - Group – GIs: 50% rule
 - <50% : Flexibility for lower thresholds if specific circumstances justifying treating the PO as being representative
 - interbranch organisations recognised by the Member State
- ✓ Producer organisations: recognised by the Member State
- ✓ Agri-food sector body :
 - representatives of that product(s) or sector among its memberships;
 - exception: programmes carried out after a loss of consumer confidence

50% rule:

the organisation accounts for at least 50% as a proportion of the number of producers **OR** 50% of the volume or value of marketable production of the product(s) or sector(s) concerned, in the MS concerned or at EU level.



Eligibility checker on Chafea's website

<https://ec.europa.eu/chafea/agri/funding-opportunities/eligibility/check-tool>

FAQ regularly updated

<https://ec.europa.eu/chafea/agri/faq.html>

Chafea helpdesk

[Email: chafea-agri-calls@ec.europa.eu](mailto:chafea-agri-calls@ec.europa.eu)

Annex II of the AWP

Criteria for financial contribution

1. Eligibility criteria, to determine whether an applicant is allowed to participate in the call for proposal.
2. Exclusion criteria, to eliminate from participation in the procedure or award, applicant who are in one of the exclusion situations.
3. Selection criteria, to assess the applicant's financial and operational capacity to complete a proposed action.
4. Award criteria, to assess the relevance of the proposal's scope to the announced priorities and other quality aspects taking into account its costs.

AWARD CRITERIA

Award criteria

Please refer to annex VI of the Guide for applicants !

1. Union dimension
2. Quality of the technical proposal
3. Quality of the project management
4. Budget and cost-effectiveness

Union Dimension

- a. Relevance to the general and specific objectives listed in Article 2 of Reg. 1144/2014, to the aims listed in Article 3, to priorities, objectives and expected results announced under the relevant thematic priority.
- b. Union message of the campaign
- c. Impact of project at Union level

Quality of the technical proposal

- a. Quality and relevance of the market analysis
- b. Coherence of the programme strategy, objectives, and key messages
- c. Suitable choice of activities with respect to objectives and programme strategy, adequate communication mix, synergy between the activities.
- d. Concise description of activities and deliverables
- e. Quality of the proposed evaluation methods and indicators

Quality of the project management

- a. Project organisation and management structure
- b. Quality control mechanisms and risk management

Budget and cost effectiveness

- a. Justification of the overall level of investment
- b. Suitable allocation of budget in relation to the objectives and scope of the activities
- c. Clear description of the estimated costs and accuracy of the budget
- d. Consistency between the estimated costs and deliverables
- e. Realistic estimation of costs of project coordination and of activities implemented by the proposing organisation, including number and rate of person/days

Final advice

- Read carefully the call text, FAQ, and the relevant regulations: Is my organisation eligible? Does my proposal correspond to the topic objectives? Is it compliant with all call conditions?
- Follow the instructions provided in the Guide for applicants
- Pay attention to “Award criteria”
- Do not wait until the last minute to submit your proposal

Participant portal – submission related documents

- Calls for proposals in all EU official languages
- Guide for applicants (translated for "simple" call)
- Model grant agreement (translated for "simple" programmes)
- Templates for submission

SUPPORT TOOLS

Market reports

2. Publish statistical and third country reports



The Food and Beverage Market Entry Handbook: Iran

A Practical Guide to the Market in Iran for European Agri-food
Products and Products with Geographical Indications



The Food and Beverage Market Entry Handbook: Saudi Arabia

a Practical Guide to the Market in Saudi Arabia for European Agri-food
Products and Products with Geographical Indications



The Food and Beverage Market Entry Handbook: Canada

a Practical Guide to the Market in Canada for European Agri-food Products
and Products with Geographical Indications



Find partners

Get connected

To receive funding under the calls for Multi programmes for the promotion of agricultural products, unless you are an EU level organisation, you will need to submit a joint application, together with organisations from at least one other EU Member State. If you are interested in the calls for Simple programmes, you may also wish to find partners in your own country. Use the tool below to identify relevant partners (you must have registered with the website to do this).

What are the benefits of connecting with other partners?

Having partners will open up funding opportunities: applications under the calls for multi programmes must be submitted by at least two proposing organisations from at least two EU Member States. Working with partners will also help you gain new valuable experience, make beneficial contacts for the future and increase your own organisation's visibility.



Use the search to identify relevant partner organisations. Alternatively, if you [register](#), you may browse the 'Cooperation profiles' created by individual organisations, which include programme's product details and target countries. Clicking on a profile will take you to the partner's page, containing the partners' needs, quick facts and contact information.

FIND PARTNERS

(🔒 registered users only)

Interactive map of EU-funded projects



Eligibility checker

Eligibility checker

1. My organization is established in one of the Member States of the European Union *

Yes

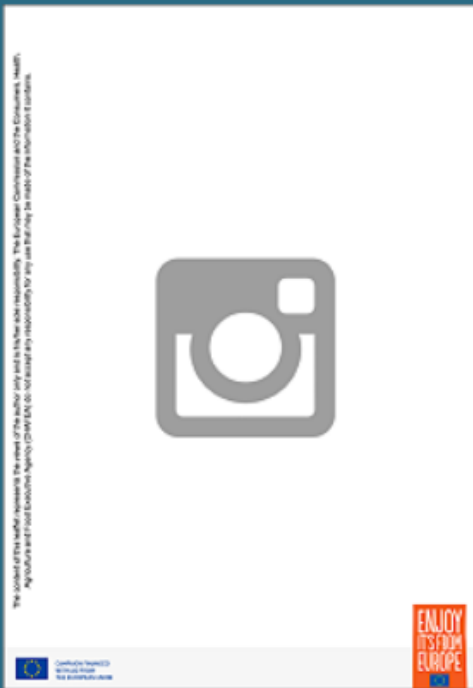
No



European
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Campaign visual creator

SEE HOW YOUR **CAMPAIGN VISUAL**
COULD LOOK LIKE





European
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Webinars




How to define a Communication Strategy



Identifying your products' competitive advantage




How to set campaign objectives, impact indicators and how to measure results

Webinar for promotion of agricultural products
March 2017



Webinar for promotion of cultural products

March 2017

Webinar for promotion of agricultural products

24 October 2017





European Commission

Webinars




Promotion of agricultural products: call for proposals 2018

How to prepare & submit your proposal



The promotion policy of agricultural products

Rules on visuals

*Webinar
29 June 2017*



IP Matters in the Food & Beverages Sector related to Vietnam, Singapore and Indonesia

South-East Asia IPR SME Helpdesk

IP Expert Elio De Tullio

21 March 2017



Co-funded by the European Union



FAQs

Find your answers in the
**FREQUENTLY ASKED
QUESTIONS**



1. Main rules of the basic act, delegated and implementing acts

2. Application, Selection and Management of programmes

3. Annual Work Programme for 2018

1.1. Introduction and definitions

[1.1.1 What is a promotion programme?](#)

[1.1.2 Why was the promotion policy reformed in 2014?](#)

[1.1.3 What are the main changes compared to the previous system?](#)

[1.1.4 The rules concerning the promotion aid scheme are in 4 different legislative texts, where could I find a more user-friendly compilation of the rules?](#)

[1.1.5 What is a "simple" promotion programme and what is a "multi" promotion programme?](#)

[1.1.6 What should be the size of a promotion programme in terms of budget?](#)

[1.1.7 Can you give examples of successful promotion programmes co-financed by the EU?](#)

KEEP IN MIND

- **The calls for proposals have been published on 12 January 2018: the submission deadline is 12 April 2018. You can apply via the Participant Portal:**
<https://ec.europa.eu/research/participants/portal/desktop/en/opportunities/index.html>
- **Please read carefully the call texts, FAQ, Guide for applicants and the relevant Regulations. All relevant information is on Chafea's portal: <https://ec.europa.eu/chafea/agri/>**
- **Chafea helpdesk: [Email: chafea-agri-calls@ec.europa.eu](mailto:chafea-agri-calls@ec.europa.eu)**

Visit: www.agripromotion.eu

Contact: chafea-agri-calls@ec.europa.eu

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Thank you for your attention!

