



Promotion policy

Annual Work Programme 2018

INFO DAY in Portugal, 23February 2018

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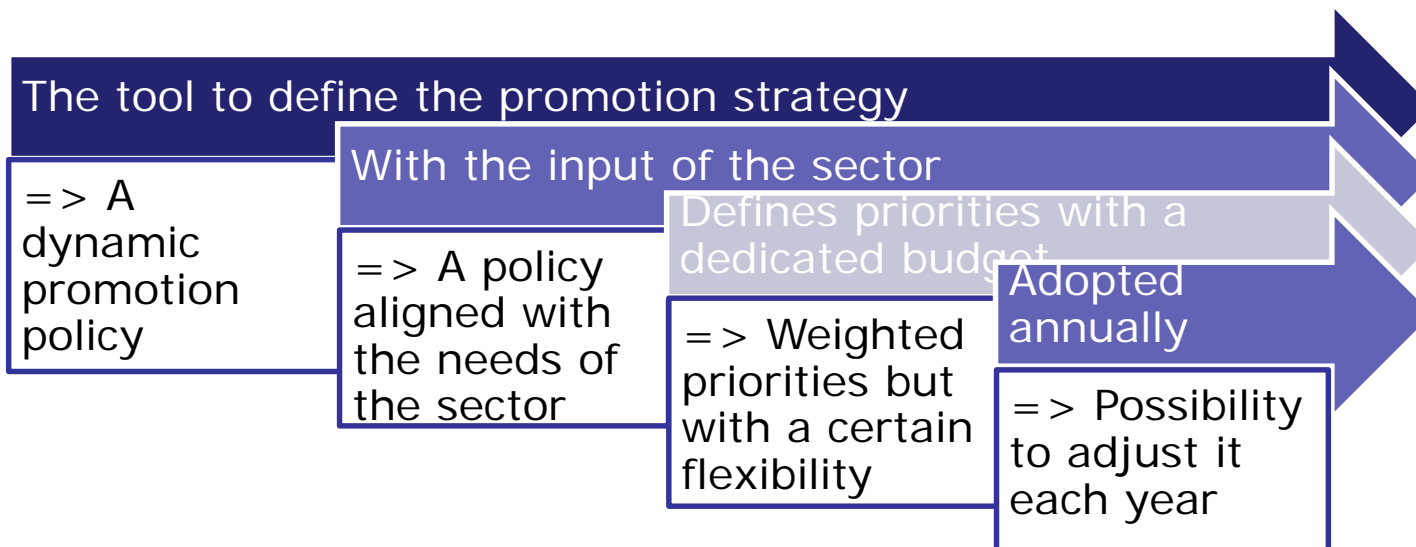
LEGAL BASE

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

Priorities for AWP 2018 (compared to AWP 2017)

SIMPLE PROGRAMMES		%	Mio EUR
SIMPLE PROGRAMMES in Internal Market	European	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)

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*



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.

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

<https://ec.europa.eu/chafea/agri/get-connected>

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.



FIND PARTNERS

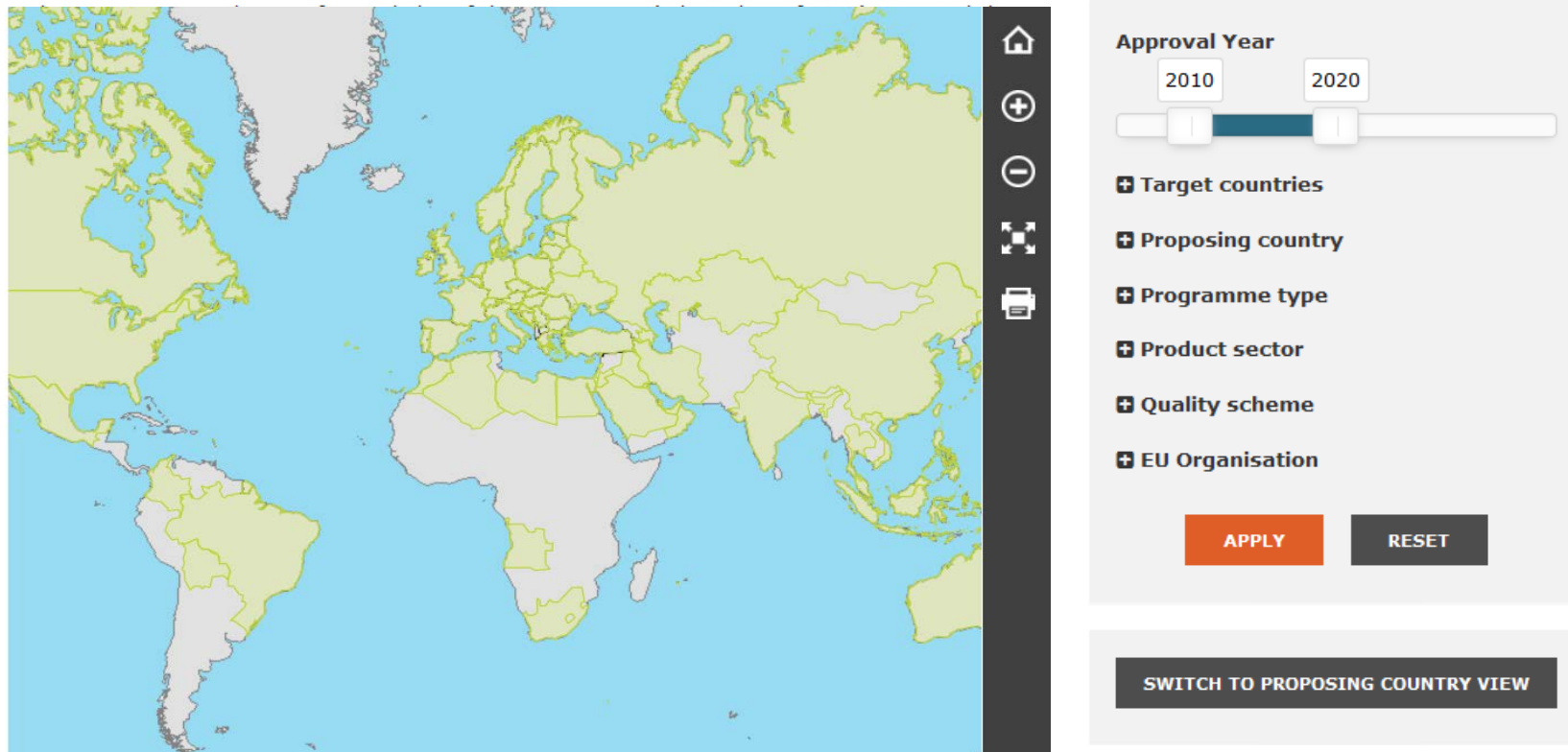
(🔒 registered users only)

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.

Interactive map of EU-funded projects

<https://ec.europa.eu/chafea/agri/campaigns/map-and-statistics-target-countries>

Campaigns map and statistics



Eligibility checker

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



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Search 

 CHAFEA
Promotion of agricultural products

EUROPA > European Commission > Chafea > Promotion of agricultural products > Funding opportunities > Eligibility > Eligibility checker

 NEWSROOM & EVENTS ENTER NEW MARKETS FUNDING OPPORTUNITIES CAMPAIGNS GET CONNECTED

REGISTER/SIGN IN

Eligibility checker

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

- ☐ Yes
- ☐ No

NEXT


Campaign visual creator

<https://ec.europa.eu/chafea/agri/funding-opportunities/simple-and-multi-programmes/campaign-visual-creator>

Campaign visual creator


Union message - mandatory ⓘ

This is your Union message

Colour  Font Alignment Style

Secondary message / mention of origin ⓘ

This is your secondary message

Colour  Font Alignment Style

EU or national quality scheme ⓘ **What is it?** ⓘ

Select PDO/PGI /TSG/organic logo

Upload outermost region logo

Upload national quality scheme logo

Upload your graphics

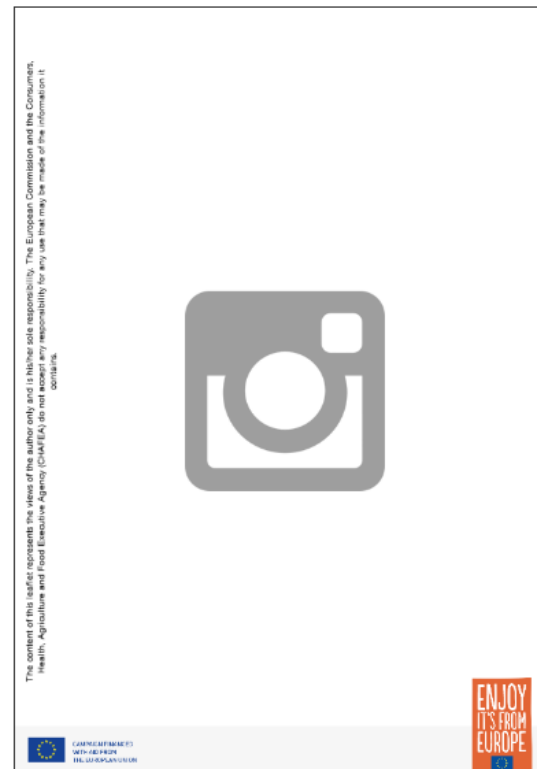
Campaign picture ⓘ

Campaign logo ⓘ

Logos (4 maximum) ⓘ

Brands (minimum 5) ⓘ

Enjoy it's from Europe thematic line



Webinars



How to define a Communication Strategy



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



Identifying your products' competitive advantage

Webinar for promotion of agricultural products
24 October 2017



Webinars



**Promotion of
agricultural
products: call for
proposals 2018**

How to prepare
&
submit your proposal



**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



**The promotion policy
of agricultural products**

Rules on visuals

*Webinar
29 June 2017*

FAQs

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

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



Questions received during the call publication period - Last update: 8/02/2018

Quick answer to common questions

Keywords

SEARCH

RESET

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?](#)

LESSONS LEARNED 2016-2017

Statistics for Portugal in 2016 and 2017

- 64% of the proposals are eligible
- **27%** have been co-financed

Call	Programme	Submitted proposals	Eligibles	Below threshold (<62/100)	Successful	Ineligible	Comments
2016	Simple	3	2	1	1	1	Milk/dairy products
	Multi	4	4	3	1	0	Only as partners ORMlogo
2017	Simple	8	3	3	0	5	
	Multi	2	2	1	1	0	Only as partners Rabbit meat
Total		17	11	8	3	6	

- 1 simple programme and 2 multi actually running

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	Nº 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**

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/>

Visit: www.agripromotion.eu

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

Follow us on social media: #EUAgriPromo and @EUAgri

Thank you for your attention!

