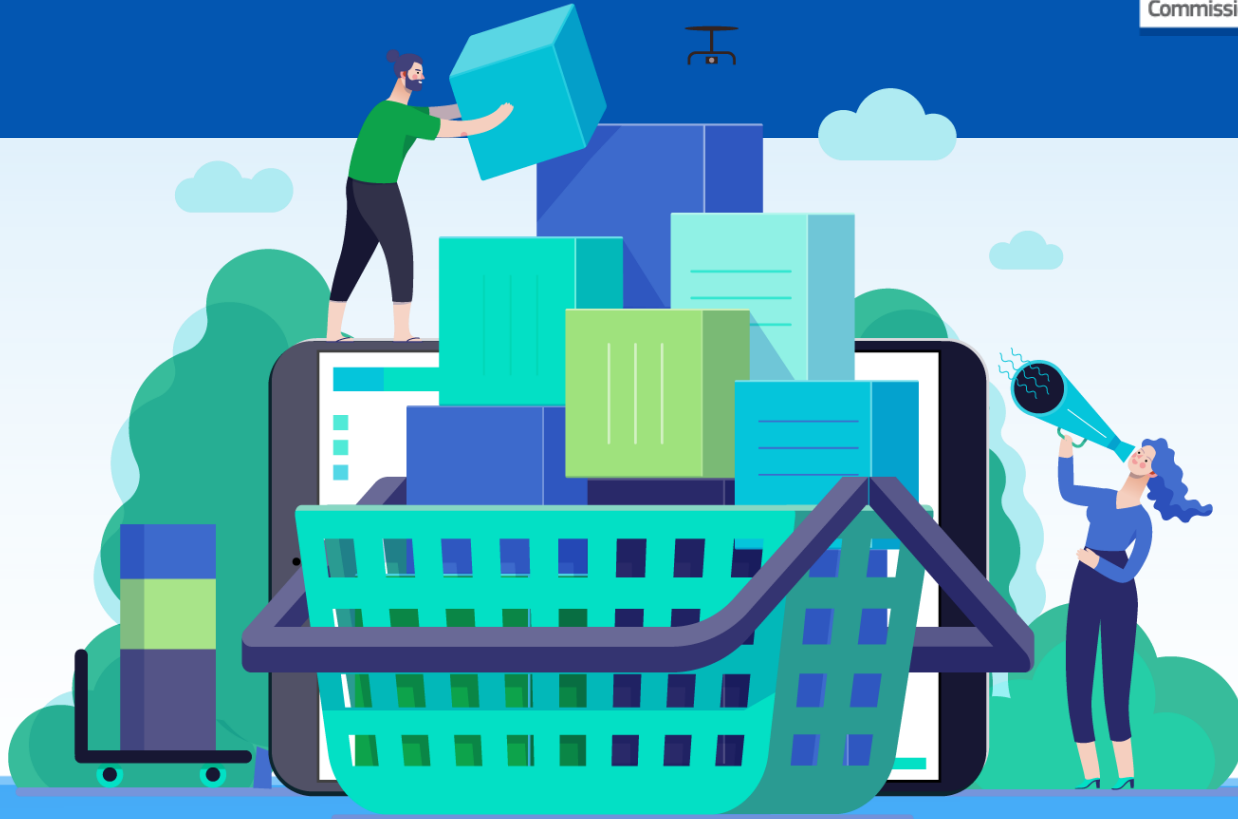




The evaluation of the implementation of promotion policy (2016 – 2019) and upcoming review

Info Day 2021

Content of the presentation

1. Policy evaluation
2. Contribution to other policies
3. The upcoming policy review
4. Milestones and indicative timeframe



2. Policy evaluation

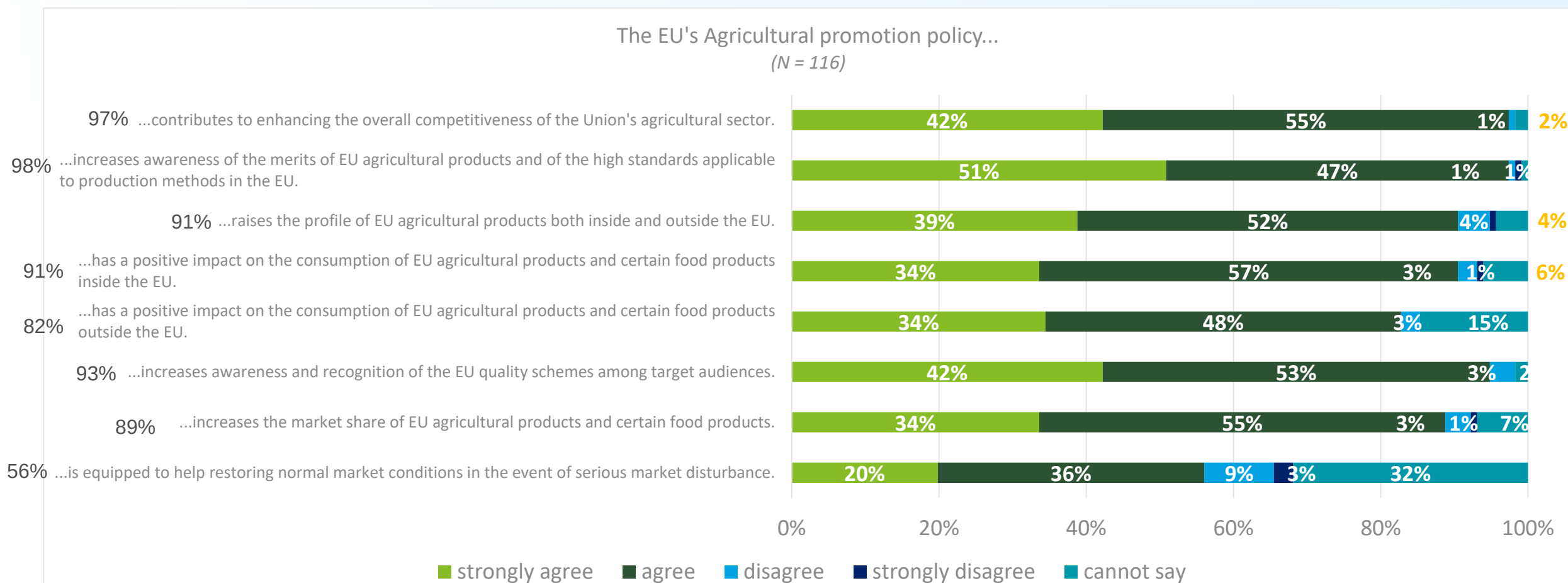
2. Policy evaluation

Inputs:

- **External support study** carried out on the implementation of the policy during 2016-2020
 - Implementation data collection and analysis
 - Surveys to target the following groups: National Competent Authorities (NCA) and Proposing organisations (whether successful or unsuccessful) and Implementing bodies (IB)
 - 6 case studies, targeting either the internal or third country markets, were developed based on interviews
- **Open public consultation** carried out by the Commission
- Supported by an **Interservice steering group** with different services of the Commission.

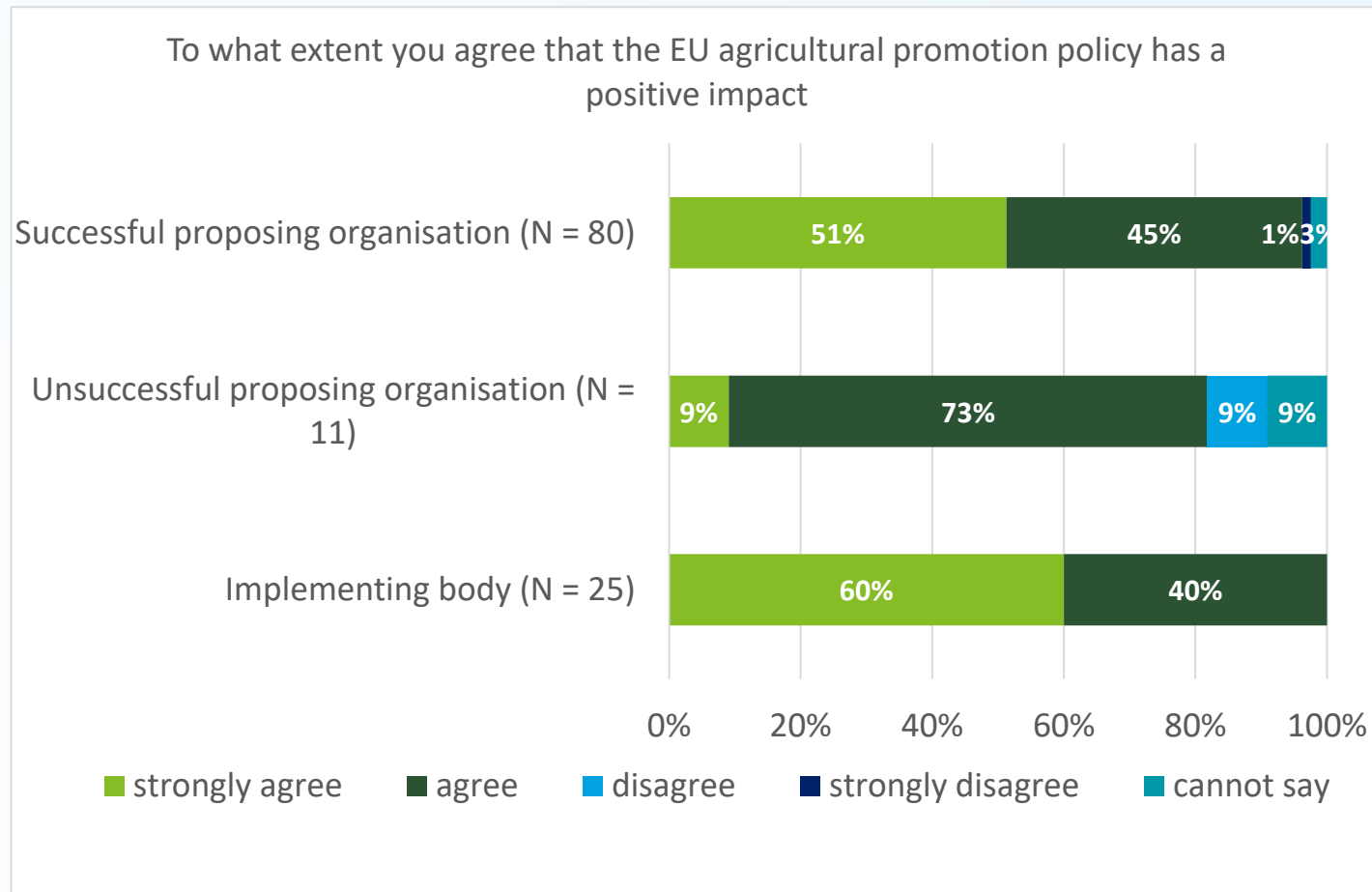
2. Policy evaluation

Effectiveness



2. Policy evaluation

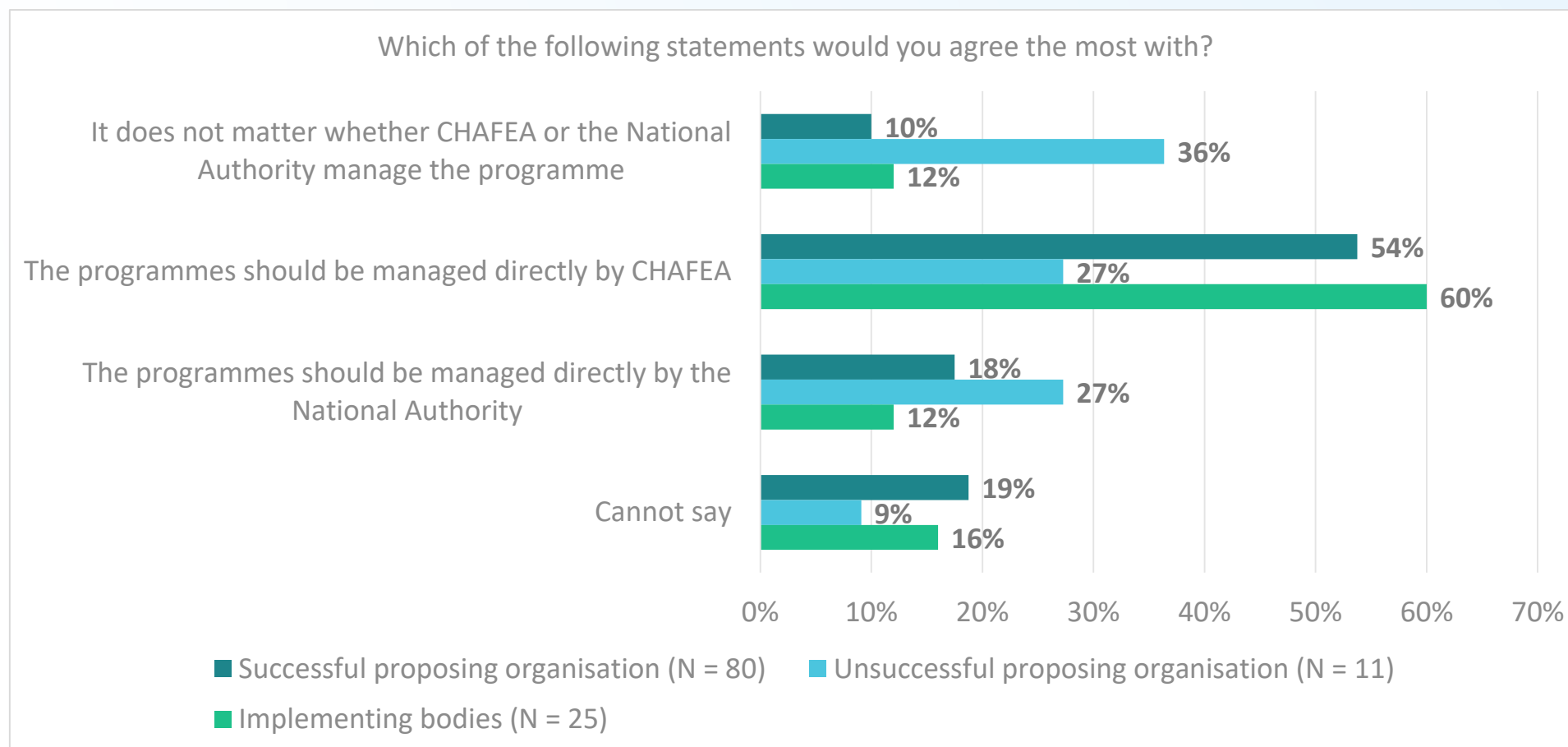
Effectiveness (from the p.o.v. of applicants and implementing bodies)



Source: [Evaluation support study of the EU agricultural promotion policy, internal and third country markets \(online survey\) October 2020](#)

2. Policy evaluation

Efficiency



2. Policy evaluation

Conclusions:

- Promotion programmes are **effective** in raising awareness and the profile of EU products, quality schemes and production standards, particularly for non-EU markets with highest growth potential
- Promotion policy was **highly effective** in paving the way to enter or expand into non-EU markets
- Policy objectives and activities remain **relevant and have clear EU added value**

2. Policy evaluation

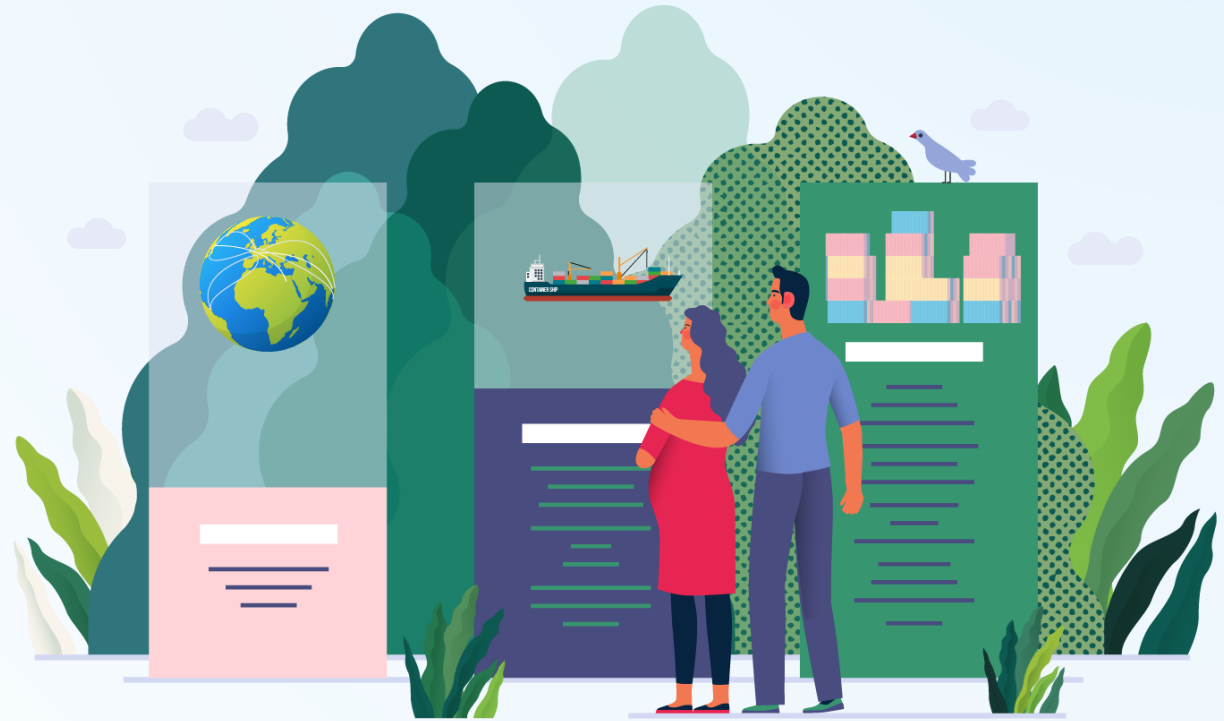
Room to improve the policy:

- **improving coherence** with other EU policies
- improve the **exchange of knowledge** and experience between beneficiaries
- make **greater use of the signature** 'Enjoy! It's from Europe'
- explore **links** between promotion programmes and Commission own initiatives
- More harmonized **implementation model** (direct management / shared management)



Staff working document: Evaluation of the impact of the EU agricultural promotion policy in internal and third country markets (22.12.2020): <https://ec.europa.eu/info/law/better-regulation/have-your-say/initiatives/1859-Evaluation-of-the-EU-agricultural-promotion-policy>

3. Contribution to other policies



3. Contribution to other policies

2021 work programme shows policy can **support new political priorities**:

- **50% of budget for co-financing dedicated to farm to fork strategy priorities**
(organic, sustainability in agricultural production and consumption of fruit and vegetables in the context of balanced diets)
- Guidance on **dietary practices**, on policy coherence for **development** and on **sustainability** in agriculture
- New award sub-criterion on **sustainable** production and consumption



4. The upcoming policy review

4. The upcoming policy review

Farm to fork strategy announced the policy review:

- Enhance contribution to **sustainable agricultural production and consumption**, and in line with the shift to a more plant-based diet, with less red and processed meat and more fruit and vegetables
- In relation to **meat**, focus on how the EU can use promotion programme to **support** the **most sustainable, carbon-efficient** methods of **livestock production**

4. The upcoming policy review

- Build on the policy evaluation completed in 2020;
- Subject to “better regulation” guidelines, including an impact assessment of the different policy options available;
- Transparent and inclusive consultation strategy;
 - Will include a published roadmap outlining activities and policy options
 - Open public consultation to seek input on different options
 - Conference of Stakeholders
 - Presentations and workshops to Common Markets Organisation (CMO), Civil Dialogue Groups etc.

5. Milestones and indicative timeframe

Evaluation of promotion policy

16 December 2020

SWD External Evaluation on the implementation of promotion policy between 2016-2019

To be published end of January 2021

Completed September 2020

Open Public Consultation on promotion policy

Report from the European Commission to the European Parliament and Council on the **implementation** of promotion policy (Evaluation SWD published on 11 January 2021)

Review of promotion policy

Complete by end 3 Q 2021

Impact Assessment of policy options

Complete by end 2 Q 2021

Open Public Consultation on policy options
Conference on OPC outcome with all stakeholders

Regulatory Scrutiny Board (RSB) 4Q2021

By end 1 Q 2022 (if favourable opinion by RSB)

Legislative proposal for the review of promotion policy

Thank you!

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