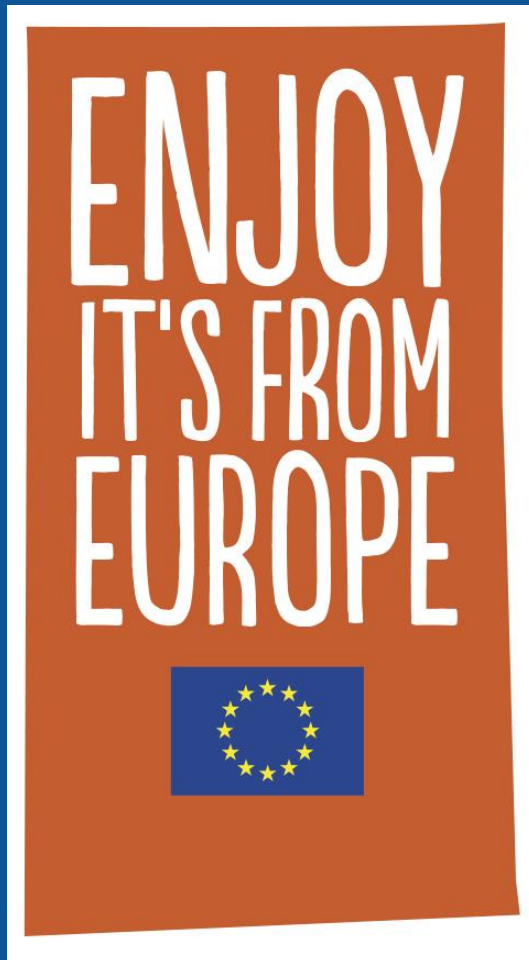




Promotion policy

Work Shop - Czech Republic
18.04.2018

Lene NAESAGER

*Head of Unit "External Communication
and Promotion Policy"*

DG Agriculture and Rural Development

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

POLICY

Promotion policy

Increased pressure on the EU agricultural sector

Challenges

Fierce competition against European agricultural products

- Increased liberalisation of trade (FTA's)
- Increased globalisation of the world economy
- Promotion policies of EU competitors
- Abolition of export refunds

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 14% of Europeans recognize the PDO/PGI logos

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

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

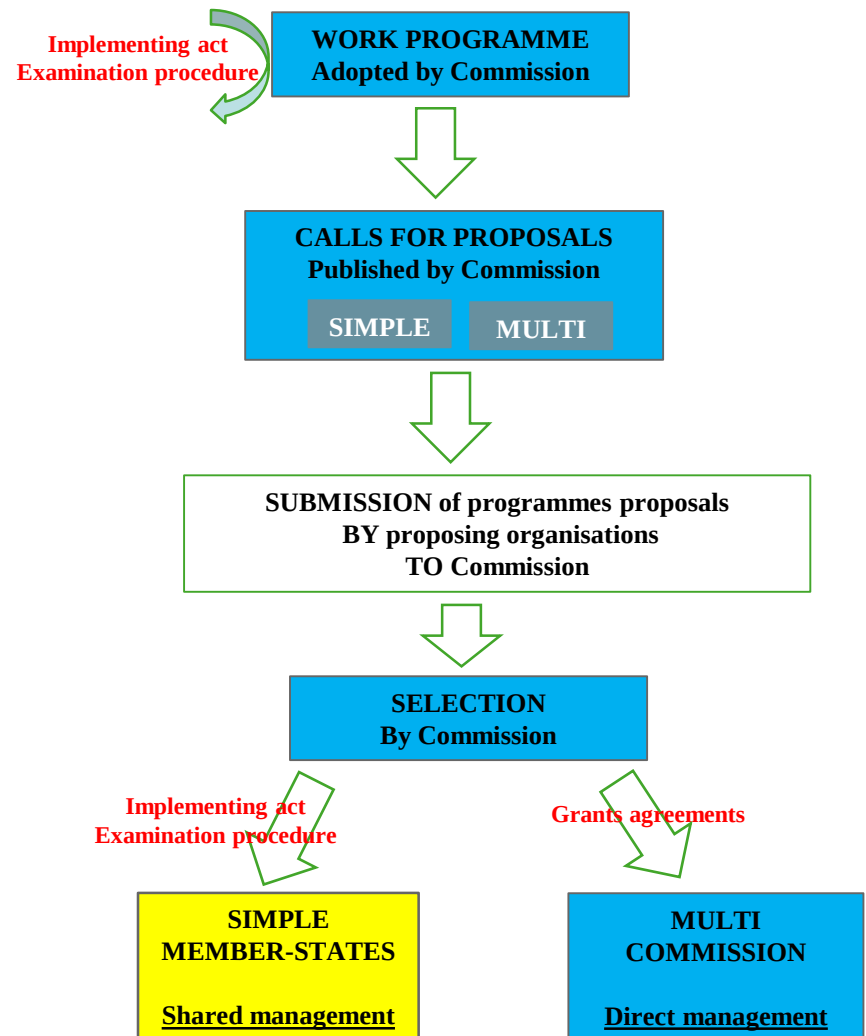
New selection procedures

- ✓ Programme directly submitted to European Commission



No national cofinancing anymore

- ✓ 1 selection per year based on priorities established in annual work programme
- ✓ Implementation adapted to the specificities of simple-multi programmes



Eligible products and schemes



- ✓ All agricultural products covered excluding tobacco
- ✓ Open to certain processed products listed in Annex (beer, chocolate, pasta, sweet corn, cotton...)
- ✓ Spirits with a Protected Geographical Indication

✓ Wine:

- ✓ Simple programmes = Basket approach
- ✓ Multi programmes = Wine alone possible
- ✓ 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

A wider list of eligible products including processed products.

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

Proposing organisations

- ✓ 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)

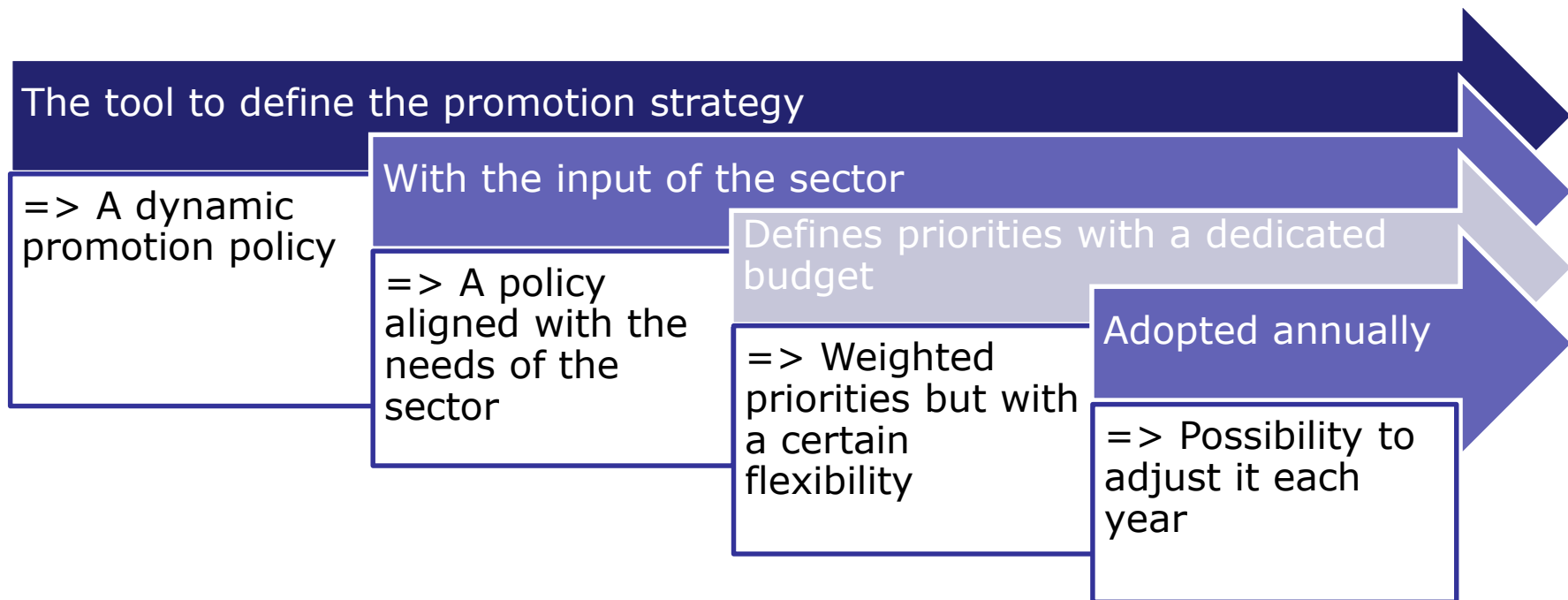


Clarification of the status of beneficiaries

New beneficiaries coherent with Single CMO post 2013

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
 - (ii) in the internal market, inform consumers about the high standards of EU products, notably the EU quality and organic logos
- For third countries,
 - (i) a macro-economic analysis on projected increase in imports on existing or emerging markets,
 - (ii) a policy evaluation on FTAs or expected removal of SPS barriers

How did we draft the AWP 2018?

- 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		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)

CALL FOR PROPOSALS 2018

Calls for proposals 2018

- 2 calls published in OJEU:
 - simple and
 - multi programmes
- Available in all EU official languages
- Online submission of proposals via the Participant Portal
- Submission deadline: 12 April 2018 (simple), 17:00 CET and 19 April 2018 (multi)17:00 CET

Timetable simple programmes

	Stages/Deadlines	Date and time or indicative period
a)	Publication of the call for proposals	12/01/2018
b)	Deadline to submit non-IT related questions	29/03/2018 17:00 CET
c)	Deadline to reply to non-IT related questions	05/04/2018 17:00 CET
d)	Deadline for submitting applications	12/04/2018 17:00 CET
e)	Evaluation period	April- August 2018
f)	Decision by the Commission	October 2018
g)	Information to applicants by the Member States	October 2018
h)	Grant adaptation phase	October 2018-January 2019
i)	Signature of the grant agreement between Member States and the beneficiaries	< January 2019
j)	Starting date of the action	> 01/01/2019

Timetable multi programmes

	Stages/Deadlines	Date and time or indicative period
a)	Publication of the call for proposals	12/01/2018
b)	Deadline to submit non-IT related questions	29/03/2018 17:00 CET
c)	Deadline to reply to non-IT related questions	05/04/2018 17:00 CET
d)	Deadline for submitting applications	19/04/2018 17:00 CET
e)	Evaluation period	April-August 2018
f)	Information to applicants	October 2018
g)	Grant adaptation phase	October 2018-January 2019
h)	Signature of the grant agreement	< January 2019
i)	Starting date of the action	>01/01/2019

Calls for proposals 2018

relating to the implementation of simple and multi programmes, in the framework of the 2018 Annual Work

- Objective(s) – themes – priorities
- Budget available & financial provisions
- Admissibility requirements
- Criterion: eligibility, exclusion, selection, award
- Publicity
- Procedure for the submission of proposals

Call for proposal 2018

(Annex II of the AWP)

Criterion 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.

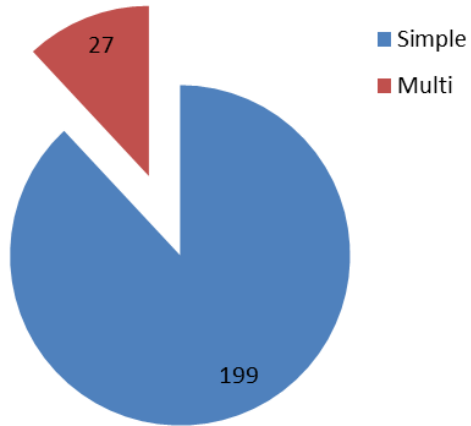
4. **Award criteria**

To assess the relevance of the proposal's scope to the announced priorities and other quality aspects taking into account its costs.

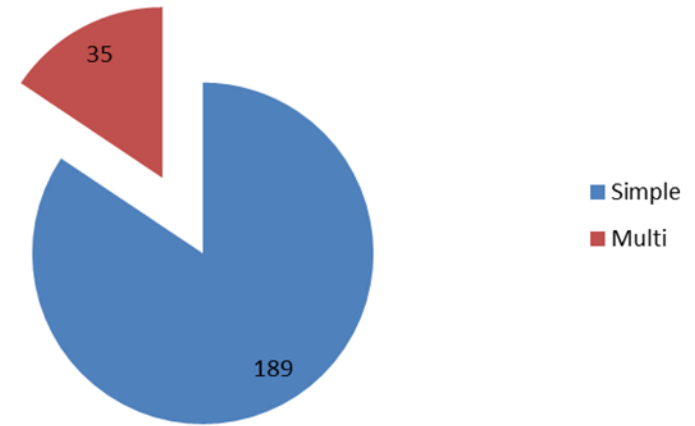
FIGURES 2016-2017

Received proposals

2016



2017



Call 2016	Number of proposals	Requested grant	Available budget	Requested/available
Simple	199	310470913	97000000	320%
Multi	27	116102232	14300000	812%

Call 2017	Number of proposals	Increase on 2016	Requested grant	Available budget	Requested/available
Simple	189	-5%	306434124	85500000	358%
Multi	35	30%	132149762	43000000	307%

Simple proposals by MS 2016

Member state	N° of proposals	N° of approved proposals	Amount of co-financing (EUR)	Share of total co-financing (%)
AT	3	2	4.200.000,00	4,5%
BE	13	5	5.863.211,00	6,2%
BG	3	0		
CY	1	0		
CZ	1	0		
DE	2	1	1.974.890,00	2,1%
DK	3	2	2.071.709,00	2,2%
EE	1	0		
EL	41	8	16.384.710,00	17,4%
ES	22	6	10.248.583,00	10,9%
FI	2	0		
FR	17	8	9.075.352,00	9,6%
HR	2	1	3.316.510,00	3,5%
HU	1	0		
IE	5	1	3.008.565,00	3,2%
IT	45	10	23.593.771,00	25,0%
LT	9	6	4.984.236,00	5,3%
LV	3	1	2.761.304,00	2,9%
NL	4	1	1.599.280,00	1,7%
PL	4	1	2.040.320,00	2,2%
PT	3	1	731.175,00	0,8%
RO	1	0		
SI	7	6	2.378.498,00	2,5%
SK	1	0		
UK	5	0		
Total	199	60	94.232.114,00	100,0%

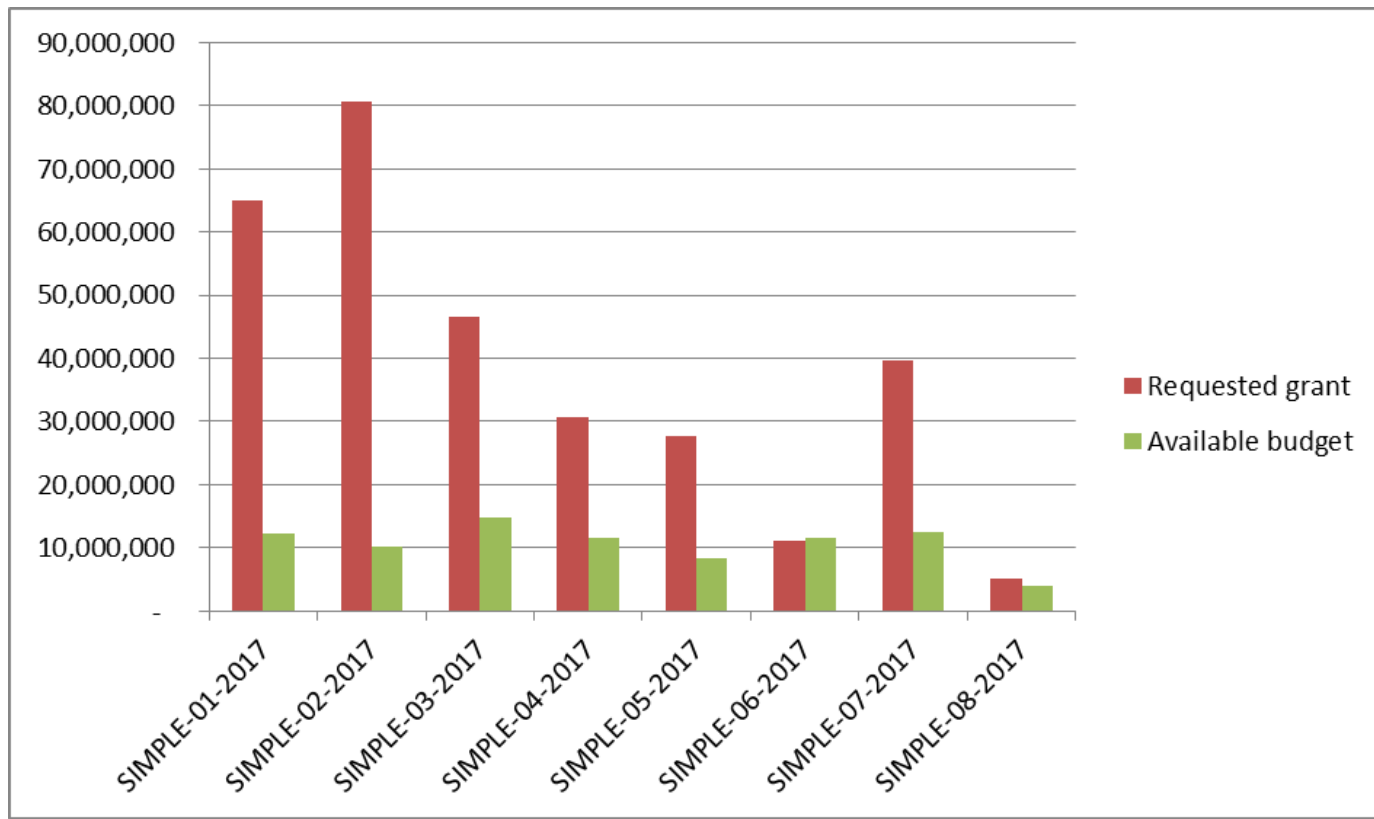
Simple proposals by MS 2017

Member state	N° of proposals	Requested grant	%	N° of approved proposals	Amount of co-financing (EUR)	Share of total co-financing (%)
AT	2	4.200.000,00	1,40%	0		
BE	10	12.513.855,00	4,10%	4	3.376.588,00	3,8%
BG	8	18.453.415,00	6,00%	0		
CY	2	2.342.968,00	0,80%	0		
CZ	2	3.917.021,00	1,30%	0		
DE	7	7.296.788,00	2,40%	2	2.102.813,00	2,4%
DK	1	577.601,00	0,20%	0		
EL	30	64.763.709,00	21,10%	4	7.634.216,00	8,7%
ES	16	31.663.997,00	10,30%	10	25.536.966,00	29,0%
FR	23	32.179.549,00	10,50%	17	31.559.954,00	35,9%
HR	2	3.454.490,00	1,10%	0		
HU	2	407.600,00	0,10%	1	240.000,00	0,3%
IE	2	4.149.037,00	1,40%	1	1.417.500,00	1,6%
IT	36	53.391.032,00	17,40%	3	3.042.979,00	3,5%
LT	10	15.923.818,00	5,20%	2	3.032.308,00	3,4%
LV	5	6.235.588,00	2,00%	1	1.012.747,00	1,2%
NL	5	8.300.969,00	2,70%	2	3.065.418,00	3,5%
PL	8	14.541.191,00	4,70%	1	1.904.266,00	2,2%
PT	8	5.825.043,00	1,90%	0		
RO	1	1.145.175,00	0,40%	1	1.145.175,00	1,3%
SE	1	1.407.560,00	0,50%	0		
SI	1	391.391,00	0,10%	1	391.391,00	0,4%
UK	7	13.352.329,00	4,40%	2	2.456.362,00	2,8%
Total	189	306.434.126,00	100,00%	52	87.918.683,00	100,0%

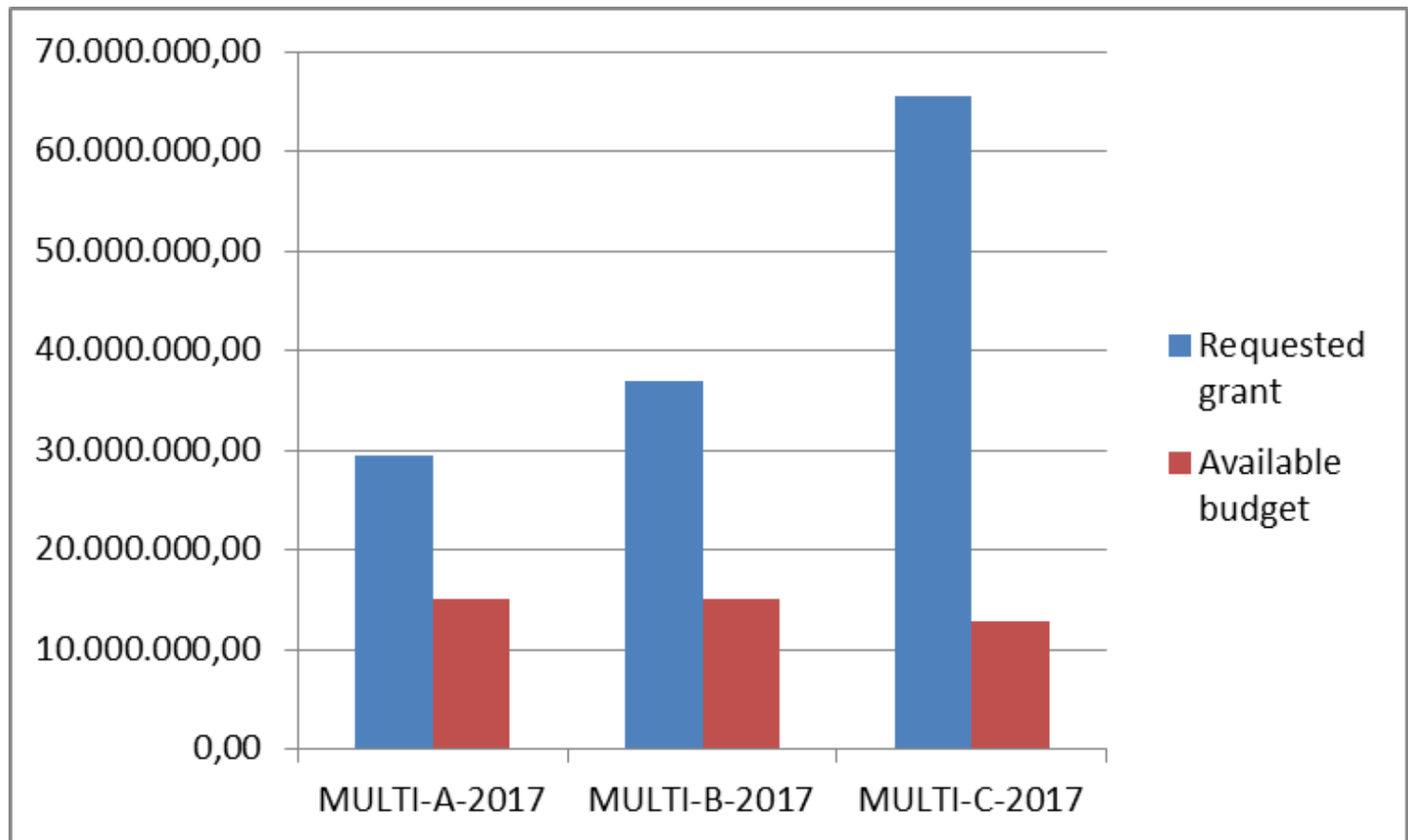
Multi proposals 2016 - 2017

Member state	2016			2017			
	N° of proposals	N° of approved proposals	Amount of co-financing (EUR)	N° of proposals	N° of approved proposals	Amount of co-financing (EUR)	<i>Requested grant</i>
BE	2	1	1.322.400,00	4	1	1.702.388,80	13.712.654,00
BG	2	0	0,00	1	0	0,00	944.675,00
DE	1	1	1.399.478,00	2	0	0,00	2.115.684,00
DK	0	0	0,00	1	0	0,00	2.537.108,00
EL	3	0	0,00	4	1	2.400.601,85	14.189.540,00
ES	5	1	2.400.000,00	2	2	9.315.887,27	9.315.887,00
FR	7	1	2.700.000,00	12	5	26.564.920,50	52.904.288,00
IT	3	1	568.282,00	4	0	0,00	21.635.735,00
LT	1	0	0,00	1	0	0,00	3.482.400,00
NL	2	0	0,00	3	1	5.400.000,00	11.111.791,00
UK	1	1	8.437.056,00	0	0	0,00	0
Total	27	6	16.827.216,00	34	10	45.383.798,42	131.949.762,00

Budget by topic 2017 - Simple



Budget by topic 2017 - Multi



Helpdesk statistics

Member State	N° of emails		Member State	N° of emails
IT	81		LV	5
BE	39		UK	4
ES	36		SE	3
EL	28		PT	3
FR	16		CZ	3
LT	14		RO	2
DE	13		SK	2
HU	9		SL	2
NL	7		FI	1
PL	7		CY	1
DK	6		BG	1
HR	6		IE	1
AT	5		Third countries	12
			TOTAL	307

Frequently asked questions

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

Eligibility and implementation rules:

- Eligibility of applicants
- Eligibility of products and activities
- Campaign messages
- Brands and origin
- Selection of implementing bodies
- Eligible costs

Outcome of evaluation (2017 calls)

Status of proposal	Multi call	Simple call	Multi call	Simple call
Successful	9	52	26%	27%
Reserve list	8	9	23%	5%
Below threshold	9	101	26%	53%
Ineligible/inadmissible	9	28	26%	15%
TOTAL	35	190	100%	100%

LESSONS LEARNED 2016-2017

Lessons learned from previous calls

- Competition (and therefore probability of getting EU funding) depends on the topic chosen; for some topics, there is a 1:10 ratio of retained proposals
- 50% of the proposals have been rejected due to their poor quality
- The number of ineligible proposals has decreased in comparison to 2016, but **eligibility and representativeness conditions still seem difficult to understand.**

Main reasons for rejection: admissibility

- Proposal sent by email after the deadline
- Mandatory annexes and supporting documents not submitted

Main reasons for rejection: eligibility

- *Ineligible applicants:* applicant organisation not eligible or not representative
- *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

Main reasons for rejection: award criteria

- *No significant EU scale: simple proposals which do not promote EU quality schemes or proper dietary practices are implemented only in the Member State of the applicant*
- *Out of scope: project not in line with objectives-themes-priorities (e.g. project not promoting an eligible product or scheme)*

ELIGIBILITY

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 eligible to the EU promotion aid scheme?

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 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.

What is a Trade or inter-trade organisation established in a Member State or at EU level?

- Definition encompasses Interbranch organisation set out in Article 157 of Regulation (EU) NO 1308/2013, but is larger
- Representatives of economic activities linked to the production and/or other stages of the supply chain
- No prerequisite in terms of legal status
- Groups of producers and processors active in geographical indications

Is it representative of the sector or product concerned?

- 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 concerned in MS or at EU level
- Interbranch organisation recognised by the Member State
- Groups under EU quality schemes: 50% of the volume or value of marketable production of the product(s) with registered denomination

Lower thresholds may be accepted

What is a producer organisation or association of producers organisations?

- Definition in Article 152 and 156 of Regulation (EU) NO 1308/2013

Is it representative of the sector or product concerned?

- Considered representative with official recognition by the Member State

What is an agri-food body?

Cumulative conditions need to be fulfilled:

- It is an agri-food sector body;
- Its objective is to provide information on, and to promote, agricultural products;
- It has been entrusted, by the Member State concerned, with a clearly defined public service mission in this area;
- It has been legally established in the Member State in question at least two years prior to the date of the call for proposals;

Is it representative?

- It has representatives of the product(s) or sector concerned by the programme among its memberships

exception: programmes carried out after a loss of consumer confidence

Number of submissions by type of proposing organisations 2017 Calls for proposals

Type of proposing organization*	Number
Agri-food sector body	55
Producer organisation or association of producer organisations	98
MS level Trade or inter-trade organisation	118
EU level Trade or inter-trade organisation	8
Total n° of applicants	279

* - based on declarations made by applicants

AWARD CRITERIA

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 VII "Additional information on award criteria"

Award criteria

Please refer to annex VII of the Guide for applicants

- Union dimension
- Quality of the technical proposal
- Quality of the project management
- Budget and cost-effectiveness

Union Dimension

- 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
- Union message of the campaign
- Impact of project at Union level

Quality of the technical proposal

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

Quality of the project management

- Project organisation and management structure
- Quality control mechanisms and risk management

Budget and cost effectiveness

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

Award criteria – quality thresholds

Criteria	Maximum Points	Threshold
1. Union dimension	20	14
2. Technical quality of the project	40	24
3. Management quality	10	6
4. Cost-effectiveness	30	18
TOTAL	100	62

Reasons for rejection

Quality of proposals (2017 calls)

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

CONCLUSION

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

Guidance available to applicants

- Guide for applicants (how to use the IT tool, proposal template, detailed award criteria)
- Frequently asked questions (FAQ)
<https://ec.europa.eu/chafea/agri/faq.html>
- Participant portal: FAQ on submission tool, IT helpdesk
- Simple programmes: competent national authorities
- Webinars

Useful links

- Chafea website: <https://ec.europa.eu/chafea/agri/>
- Eligibility checker on Chafea's website
<https://ec.europa.eu/chafea/agri/funding-opportunities/eligibility/check-tool>
- DG AGRI website:
https://ec.europa.eu/info/promotion-eu-farm-products_en
- Participant Portal:
<https://ec.europa.eu/research/participants/portal/desktop/en/opportunities/index.html>
- Chafea helpdesk: chafea-agri-calls@ec.europa.eu

Lastly, enjoy it's from Europe!

The signature for EU co-funded campaigns



http://ec.europa.eu/agriculture/promotion_en