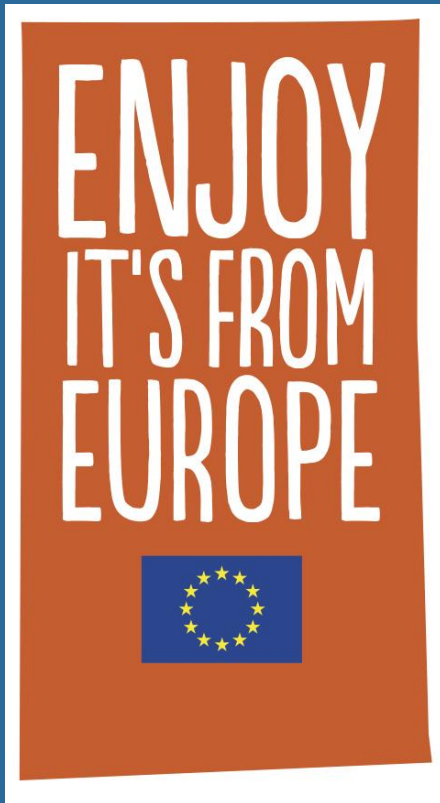




Promotion of agricultural products

Rules on visuals

**Consumers, Health, Agriculture
and Food Executive Agency**

Rules for promotional activities

1. Rules on visuals: compulsory elements

- EU message
- EU emblem & text
- 'Enjoy, it's from Europe'
- Disclaimer

2. Rules on visuals: potential elements

- Mention of origin
- Use of brands
- Health claims
- Other logos

3. Pre-existing rights and ownership of the results (IPRs)

Obligations for visuals

- ☞ Focus on the **Union main message** of the campaign
(articles 2 and 3 of the Regulation EU n°1144/2014 - Award criteria)
- ☞ Ensure the **visibility of the EU funding**
(art. 22.1 of the MGA)
- 4 compulsory elements
 - **Union main message**
 - **EU emblem and its accompanying text**
 - **The signature 'Enjoy, it's from Europe'**
 - **Disclaimer**

DISFRUTA LA RECETA DE EUROPA



**SUPERA LAS RECETAS
DE TU ABUELA
CON CARNE DE CONEJO
LIGERA, FÁCIL DE HACER
EN MIL RECETAS
Y DELICIOSA AL ESTILO
DE AYER Y ¡DE HOY!**



👍 Hoy carne de conejo 

CARNE DE CONEJO ¿CÓMO LO HACES HOY?

hoycarnedeconejo.eu

El contenido de la presente publicidad representa únicamente la opinión de su autor y es responsabilidad exclusiva del mismo.
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Organización
Integrada
Control



CAMPAÑA FINANCIADA
CON LA AYUDA
DE LA UNIÓN EUROPEA

LA UNIÓN EUROPEA RESPALDA
LAS CAMPAÑAS QUE PROMUEVEN
LA CALIDAD DE LOS PRODUCTOS AGRÍCOLAS.

ENJOY
IT'S FROM
EUROPE



EU Message is **prominent** and not overshadowed by secondary messages.

Includes specific **EU dimension** and it can be part of the campaign logo.

The main EU message is neither the 'Enjoy it's from Europe' nor the EU emblem.

CAMPAGNE GEFINANCIERD
MET STEUN VAN
DE EUROPESE UNIE

DE EUROPESE UNIE STEUNT CAMPAGNES
VOOR DE PROMOTIE VAN HOOGWAARDIGE
LANDBOUWPRODUCTEN

ENJOY
IT'S FROM
EUROPE

**Brood uit Europa
blijft verrassen**

BROOD
UIT EUROPA
GOED
VERHAAL

broodgoedverhaal.nl

De Europese Unie steunt campagnes voor de promotie van hoogwaardige landbouwproducten. De campagne is gefinancierd met steun van de Europese Unie.

Other possible elements of the campaign (art. 18a of the MGA)

- **Mention of the origin**
- **Mention of brands**
- **Health claims**
- **Other logos** (the logo of the beneficiary/ies)

Mention of Origin

GA art. 18a.1.c.

- The EU campaigns are not origin-oriented. The mention of the origin complements the main EU message as a secondary message
- Only national (or supranational) origin is allowed, except where the origin is part of the name of EU quality schemes (PDO, PGI, STG, RUP)
- It is allowed only for **visual** material and shall appear in a **separate area**
- In internal market:
 - **The mention is less prominent than the EU main message**
- In third countries:
 - **The mention may be on the same level as the EU main message**

Use of Brands

GA art. 18a.1.d.

- The applicants justify at the stage of the proposal why the use of brands is necessary
- Their use during the campaigns implementation is limited to:
 - **Demonstrations** (fairs, B2B events, websites) and **tastings** (fairs, B2B events, points of sale) including information & promotional material displayed or distributed (excl. gadgets and mascots)
 - Allowed **only** for **visual material**
- **Minimum of 5 brands** (unless less brands on the market and not possible to build a multi-products or multi-country programme)
- Graphic presentation:
 - **Maximum of 5% of the total surface area**
 - **Each brand equally visible** in a neutral and identical way

Health claims

GA art. 18a.1.e.

- In internal market:
 - **Health claims must comply with the Annex to Regulation No 1924/2006**
 - or*
 - **must be approved by the national authority responsible for public health in the Member State where the operations are carried out.**
- In third countries:
 - **Claims must be accepted by the national authority responsible for public health in the country where the operations are carried out**

Main EU message with European dimension

Secondary message/
mention of
national/supranational
origin



CAMPAIGN FINANCED
WITH AID FROM
THE EUROPEAN UNION



Made with the online visual creator:

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

Other logos (GA art. 22.1.2.)

- The logo of proposing **organisation/s** can be displayed on the information/promotional material.
- In case of several proposing organisations: **not necessary to include all the logos** in all targeted markets. Proposing organisations decide how their logos will be presented.



European
Commission

Consumers, Health, Agriculture
and Food Executive Agency

4 clicks = 1 good visual



Campaign visual creator
(only for informative purpose)

Check-list for validation for material

Disclaimer's translation

EU emblem text's translation

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

Campaign visual creator

Union message - mandatory

Colour 	Font Arial	Alignment Center	Style Normal
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Secondary message / mention of origin

Colour 	Font Arial	Alignment Center	Style Normal
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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

Select thematic line
 Tradition

Disclaimer

Colour 	Font Archivo Narrow	Alignment Left	Style Normal
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The content of this website is the sole responsibility of its author(s) and is subject to change without notice. The European Commission and the Commission's Institute for Agriculture and Fisheries do not accept any responsibility for any error or omission made by the user.

Please note that this visual has been created only for informative purposes. European Commission and Chafea decline any responsibility for the correctness of visuals generated by the tool.

The proportions presented in the visual above correspond to A4 size of the promotional leaflet.

DOWNLOAD YOUR VISUAL

Some tips:

- Read the articles 18, 19 and 22 of the MGA
- Check out the **graphic guide** of the **EU emblem** and the charter of the **Enjoy signature**:

https://europa.eu/european-union/about-eu/symbols/flag_en#eu-emblem

<https://ec.europa.eu/chafea/agri/funding-opportunities/instructions-on-the-use-of-the-signature-enjoy-it-s-from-europe>

- Use our tools on the Chafea portal, such as the campaign **visual creator** & the **webinars**:

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

<https://ec.europa.eu/chafea/agri/newsroom-and-events/webinars>

June 29 2017 - 10:30am CEST

Visuals in co-funded proposals

The webinar is designed to improve skills in designing and implementing successful EU-funded campaigns.

Pre-existing rights and ownership of the results

including intellectual and industrial property rights (IPR)
GA art. 19

- **Pre-existing rights** : Where such rights exist, including third parties' rights (e.g. existing websites, licenses for the use of photos), a list must be established. In case of a partnership, each beneficiary must give the other beneficiary/ies access.
- **Ownership of the results**: The results of the action (including reports and related documents) are owned by the beneficiary/ies.

The beneficiary/ies must give the Commission (and Chafea) the **right to use the results** for their communication activities (GA art. 22.2).

 **AOP Laitières : 45 fromages, 3 beurres, 2 crèmes a** ***
 partagé une publication.
 7 octobre, 17:07 - 

🤖 Le saviez-vous ?
 Pour finir son affinage, le Reblochon est posé et retourné sur une planche d'épicéa.
 Suivez les aventures de François et Théo, partis à la rencontre des 50 AOP Laitières 🇫🇷

Photos © Picturoule / Cyclo-Photographe



Reblochon



Picturoule est à flumet haute Savoie.
 2 octobre · Flumet · 

 J'aime la Page

Mention of third parties' rights

Dairy PDO PGI #779685

- Social media communication
- **Copyright is visible and well identified**
- The creator is mentioned

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European
Commission

Consumers, Health, Agriculture
and Food Executive Agency

Beneficiaries' creations



Dairy PDO PGI #779685

- Social media communication
- **Copyright is not present, but the owner of the picture is easily identifiable** (i.e. AOP Laitières)
- The creator is the beneficiary itself (or all the rights have been transferred)

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European
Commission

Consumers, Health, Agriculture
and Food Executive Agency

THANK YOU

Enjoy, it's from Europe!



Slides 4 – 5

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