

Promotion policy

Annual Work Programme Calls for proposals 2016

*INFO DAY
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Promotion policy – Legal basis

- **Basic act published on 4.11.2014 :**

Regulation (EU) N°1144/2014

http://eur-lex.europa.eu/legal-content/EN/TXT/?uri=OJ:JOL_2014_317_R_0004

It applies as from 1.12.2015

- **Delegated and implementing acts**

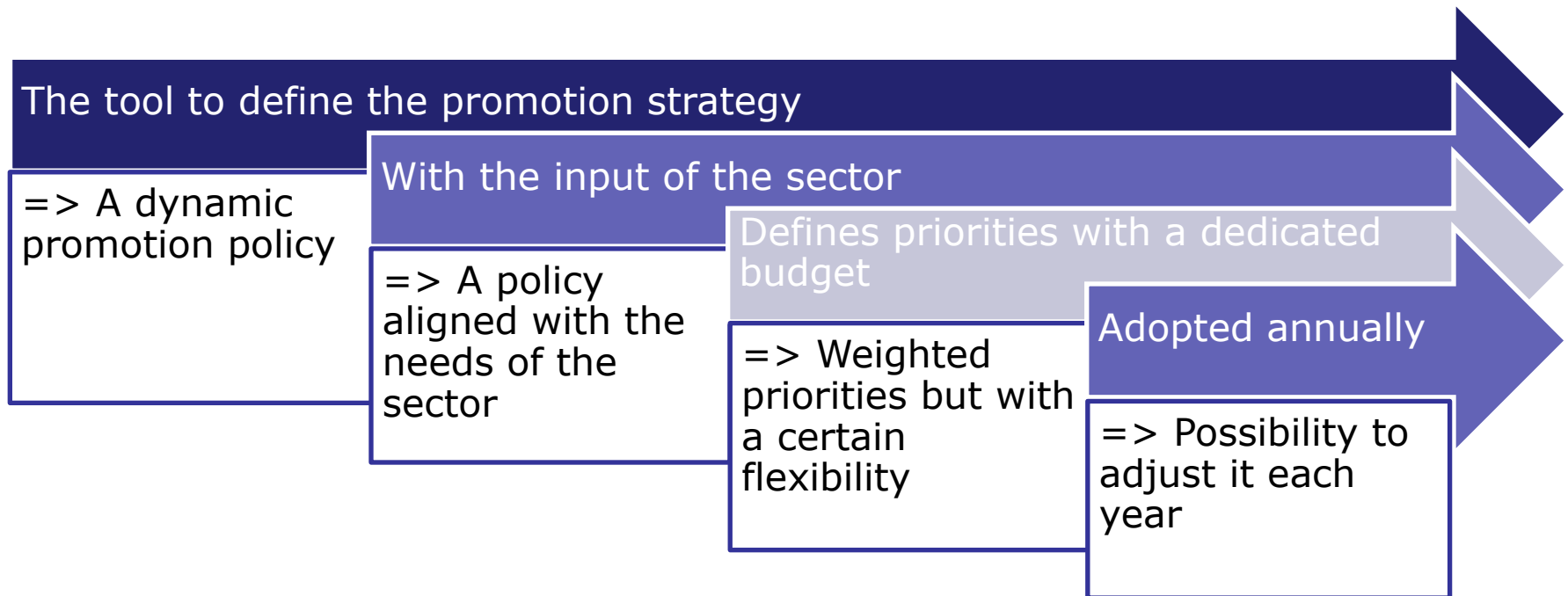
Commission Delegated Regulation (EU) n° 1829/2015

Commission Implementing Regulation (EU) n° 1831/2015

- **Annually:**

- Annual work programme
- Calls for proposals

Introduction : Establishment of the priorities What is the work programme ?



Structure of the AWP 2016

Annex I

1- GRANTS – co-financing of programmes –111,3 M€

2- PROCUREMENT – measures on the initiative of the Commission – 1,7M€

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 Annual Work Programme for 2016

Indicative repartition of budget for cofinanced programmes

	Amount foreseen
Simple programmes - Internal Market	26 M€
<u>Topic 1*</u> - Information and promotion programmes aiming at increasing the awareness and recognition of Union quality schemes as defined in Article 5(4)a,b and c of Regulation (EU) 1144/2014	10 M€
<u>Topic 2*</u> - Information and promotion programmes aiming at highlighting the specific features of agricultural methods in the Union and the characteristics of European agricultural and food products	7 M€
<u>Topic 3</u> - Information and promotion programmes on milk/dairy, pig meat products or a combination of those two	9 M€
Simple programmes - in Third countries	68 M€
<u>Topic 4*</u> - Information and promotion programmes targeting China, Japan, South Korea and customs territory of Taiwan	12 M€
<u>Topic 5*</u> -Information and promotion programmes targeting USA and/or Canada	12 M€
<u>Topic 6*</u> - Central and South America and the Carribean	7 M€
<u>Topic7*</u> - South East Asia, meaning Brunei, Cambodia, Indonesia, Lao, Malaysia, Myanmar, Philippines, Singapore, Thailand, Timor Leste and Vietnam	7 M€
<u>Topic 8*</u> - Africa and Middle East	4,5 M€
<u>Topic 9*</u> - other geographical areas	4,5 M€
<u>Topic 10</u> - Information and promotion programmes on milk/dairy products, pig meat products or a combination of those two targeting any third country	21 M€
Multi programmes	14 M€
Simple programmes - in case of serious market disturbance	3 M€
<i>*These programmes shall not cover milk/dairy products, pig meat products or a combination of those two. They may however cover milk/dairy products, pig meat products or a combination of those two if they are associated with other products.</i>	Total 111 M€

How did we draft the AWP 2016 ? (1/2)

- 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 logos;
- For third countries, a macro-economic analysis on projected increase in imports for a selection of products suitable for inclusion in promotion programmes on existing or emerging markets, peered with imports' growth potential, as well as a policy evaluation on FTAs or expected removal of SPS barriers;
- Contributions from stakeholders, consulted through the Civil Dialogue Group on Quality and Promotion of 21 November 2014
- Specific market situation of the milk and pig meat sectors

How did we draft the AWP 2016 ? (2/2)

- ❖ 10 market priorities
- ❖ Budget management constrain: Need to dissociate the budget envelop for simple programmes from the one for multi programmes
- ❖ Phasing in of the budget for multi programmes but 2016 amount too limited to be split

- ❖ Simple programmes :
 - ❖ Internal market : 3 priorities
 - ❖ Third country markets : 7 priorities
 - ❖ Following a serious market disturbance
- ❖ Multi programmes : single priority

Allocation of left-over budget in case of simple programmes

- If for a given topic there are not enough proposals on the ranked list to exhaust the whole foreseen amount, the remaining amount may be reallocated to other topics according to following criteria;
 - The total of the remaining foreseen amount for the three topics on the IM shall be allocated to projects targeting the IM with the highest quality score irrespective of the topic for which they have applied;
 - The same approach shall be taken for TC proposals;
 - If the foreseen amount is still not exhausted, the remaining amounts for both IM and TC shall be merged and assigned to projects with the highest quality score, irrespective of the priority and topic for which they have applied.

Calls for proposals 2016

- ❖ 2 calls published on 4.2.2016 in OJEU
 - 1 simple
http://eur-lex.europa.eu/legal-content/en/TXT/PDF/?uri=OJ:JOC_2016_041_R_0003
 - 1 multi
http://eur-lex.europa.eu/legal-content/en/TXT/PDF/?uri=OJ:JOC_2016_041_R_0004
- ❖ What do they add compared to the AWP 2016 ?
 - ❖ PLANNING elements
 - arrangements and final date for submission : 28.4.2016 (5.00 pm)
 - planned date for information on evaluation outcome
 - ❖ In practice - available in all EU languages

Languages for submission

in any of the official languages of the European Union
BUT applicants are **encouraged** to submit their proposal

MULTI	in English	
SIMPLE	in the language of the Member State	in English if the Member State concerned has indicated its agreement to sign the contract with the programme annexed in English (*): <i>-to date-</i> CZ, DK, IE, CY, LT, MT, AT (only for wine), FI, SE, EL, HU, BE
In all cases	With an English translation of the technical part (part B)	

(*) list and update at http://ec.europa.eu/agriculture/promotion/member-states/national-competent-authorities/competent-authorities_en.pdf

Criteria – Eligible applicants

SIMPLE	MULTI
<p>Organisations as referred to in Article 7(1) of Regulation (EU) No 1144/2014;</p> <p>Representative of the sector or product concerned – Art. 1(1) or (2) of DA</p> <p>Proposals can be submitted by one or more of the proposing organisations listed in Article 7(1)(a), (c) or (d).</p> <p>Only applications from entities established in EU Member States are eligible.</p>	<p>Organisations as referred to in Article 7(1) of Regulation (EU) No 1144/2014;</p> <p>Representative of the sector or product concerned – Art. 1(1) or (2) of DA</p> <p>At least two organisations referred to in points (a), (c) or (d) of Article 7(1), from at least two Member States or One or more Union organisations referred to in point (b) of Article 7(1)</p> <p>Only applications from entities established in EU Member States are eligible.</p>

Criteria – Eligible activities

SIMPLE	MULTI
<ol style="list-style-type: none"> 1. Management of project 2. Strategy (Communication strategy definition/Definition of campaign's visual identity) 3. Public relations (PR activities, Press events) 4. Website, social media (Website setup, updating, maintenance, Social media -accounts setup, regular posting-, Other -mobile apps, e-learning platforms, webinars, etc.-) 5. Advertising (Print, TV, Radio, Online, Outdoor, Cinema) 6. Communication tools (Publications, media kits, promotional merchandise, Promotional videos) 7. Events (Stands at trade fairs, Seminars, workshops, B2B meetings, trainings for trade/cooks, activities in schools, Restaurant weeks, Sponsorship of events, Study trips to Europe) 8. Point-of-sale (POS) promotion (Tasting days, Other: promotion in retailers' publications, POS advertising) 	
<p>3 Topics on internal markets</p> <p>7 Topics on third country markets</p>	<p>1 Topic – internal OR external market</p>

Exclusion criteria

Examples :

- (a) the economic operator is bankrupt;
- (b) it has been established by a final judgment or a final administrative decision that the economic operator is in breach of its obligations relating to the payment of taxes or social security;
- (c) it has been established by a final judgment or a final administrative decision that the economic operator is guilty of grave professional misconduct.

Selection criteria

➤ **Financial capacity**

Applicants must have stable and sufficient sources of funding to maintain their activity throughout the period of implementation of the action and to participate in its funding

➤ **Operational capacity**

Applicants must have the professional competencies and qualifications required to complete the action

Award criteria 1/3

- **1- Contribution to general and specific objectives of information provision and promotion measures**
 - (a) relevance of proposed information and promotion measures to priorities, objectives and expected results announced under the thematic priority mentioned above;
 - (b) relevance of proposed information and promotion measures to the general and specific objectives listed in Article 2 of Regulation (EU) No 1144/2014;
 - (c) relevance of proposed information and promotion measures to aims listed in Article 3 of Regulation (EU) No 1144/2014;
 - (d) Union dimension of the programme.

- **2- Technical quality of the project**
 - (a) quality of the analysis (description of target markets, challenges for competitors from the EU, consumer awareness, etc.);
 - (b) suitability of the programme strategy, SMART (specific, measurable, achievable, results-focused, and time bound) objectives, key messages;
 - (c) clear and detailed description of activities;
 - (d) suitable choice of activities with respect to objectives and target groups, complementarity to other private or public activities carried out on the target market
 - (e) quality of the proposed evaluation methods and indicators.

Award criteria 2/3

➤ **3- Management quality**

- (a) project organisation and management structure;
- (b) quality control mechanisms and risk management.

➤ **4- Cost-effectiveness**

- (a) balanced split of budget in relation to the scope of the activities;
- (b) consistency between the estimated cost and the corresponding description of the activities;
- (c) realistic estimation of person/days for activities implemented by the proposing organisation, including costs of project coordination.

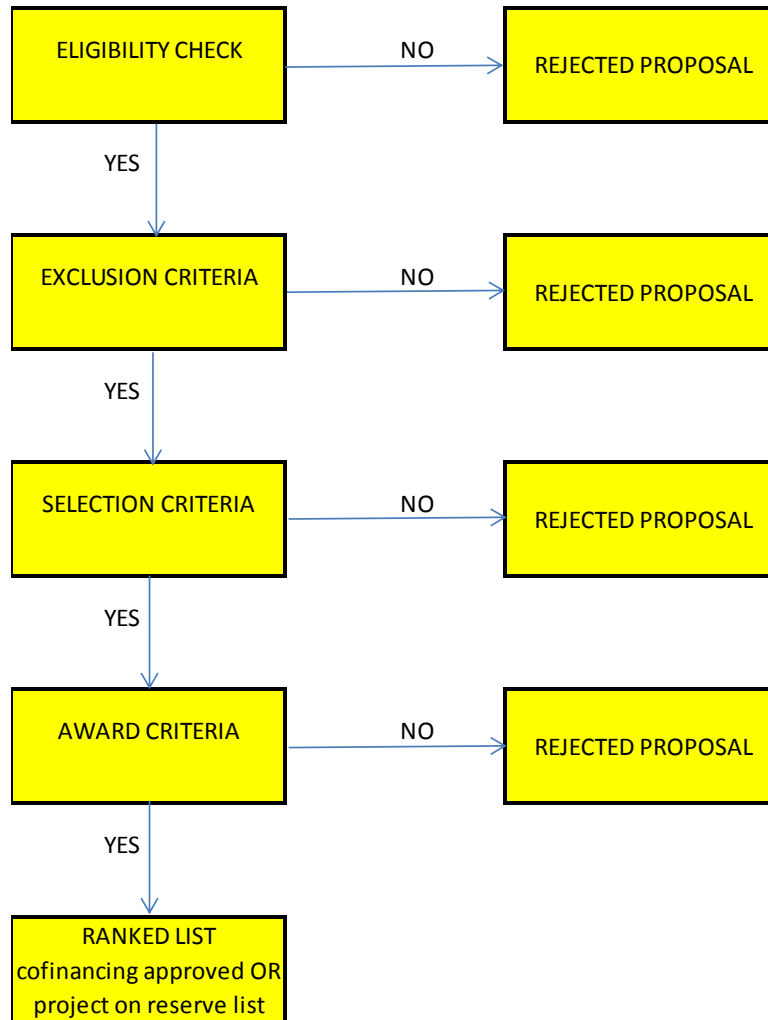
Award criteria 3/3

Criteria	Maximum Points	Threshold
1. Contribution to general and specific objectives of information provision and promotion measures and relevance of the content and objectives of the proposals to the priorities, objectives and expected results announced under thematic priority	20	14
2. Technical quality of the project	40	24
3. Management quality	10	6
4. Cost-effectiveness	30	18
TOTAL	100	62

Evaluation of simple and multi programmes (1)

- Ranked list established for each topic indicated in the call;
- Proposals will be ranked according to the number of points they receive based on the evaluation against the award criteria and sorted in descending order of points;
- Proposals which receive the number of points above the 62% threshold for quality of proposal mentioned in section 9 (award criteria) will be accepted up to the limit of the available budget. The remaining successful proposals will be put on a reserve list and could be funded in case additional budget becomes available;
- Decision to also mention proposals which are rejected due to non-fulfilment of eligibility, selection or exclusion criteria, or for not reaching the threshold for quality of the proposal.

Evaluation of simple and multi programmes (2)





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