The new promotion policy

Synoptic Presentation

DG Agriculture and Rural Development
European Commission
**General disclaimer**

This synoptic presentation aims at facilitating the reading of the different acts composing the new promotion regime.

It is NOT in any respect a legal interpretation of the applicable legislation.

- Regulation of the European Parliament and the Council (EU) n°1144/2014
- Commission Delegated Regulation (EU) n° 1829/2015
- Commission Implementing Regulation (EU) n° 1831/2015
- Commission Implementing Decision C(2015) 6852
## 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 |
What's new in the reform to meet the objectives?

Targeted on EU added value

- Clear priorities established annually - work programme
- Increase the promotion campaigns in third-country market
- Enhance the cooperation between operators from different MS through multi programmes
- Incentive EU cofinancing rates

Align with needs of the sector

- Enlarge to new beneficiaries
- Wider list of eligible products including processed products
- Recognition of the strategic importance of brands and origin
- Reactive in case of crisis
- Technical support services

Greater effectiveness

- New selection process with gain in time and evaluation exclusively at Commission level through external experts
- End-up of national cofinancing
- Simplification of administrative procedure for Multi-programmes: directly managed by the Commission
- Delegation to an executive agency foreseen

Increased expenditure: up to 200M€
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.
Eligible products/ schemes and delegated act

✓ Union message

✓ In the internal market, for schemes as referred to in Article 5(4) of Regulation (EU) No 1144/2014:
  ✓ to focus on the(se) scheme(s) in its main Union message
  ✓ one or several products can illustrate(s) the(se) scheme(s)
  ✓ products shall appear as a secondary message in relation to the main Union Message
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
Proposing organisations and delegated act

✓ Shall be **representative** of the sector or product concerned

✓ Trade or inter-trade organisations:
  - 50% rule;
  - interbranch organisations recognised by the Member State

✓ Group – GIs: 50% rule

✓ 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% : Flexibility** for lower thresholds and specific circumstances justifying treating the PO as being representative

✓ **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**.
EU generic promotion with recognition of the strategic importance of brands and origin (1/2)

VISIBILITY OF BRANDS

✓ Each brand equally visible
✓ Graphic presentation smaller format than the main European EU message of the campaign
✓ In general, several brands displayed
Brands and implementing act

- Brands: Trade marks
- Brands can be mentioned only for **certain types of actions**:  
  - Demonstrations (incl. fairs, B2B events) & tastings  
  - Websites
- Justification of why the mention of brands is necessary to meet the objectives of the campaign to be done in the application
- Equal visibility and in a distinct area compared to main EU message
- Minimum of **5 brands**
- Maximum of **5% of the total surface area**

- Conditions to derogate to the minimum number of 5:  
  - Less brands produced; **and**  
  - Not possible to build a multi-products or multi-country programme

- Derogation for national quality schemes registered as trademarks (Flandria, Label Rouge)
Brands: example for poster

Banner with several brands under the main message

Only for illustration purpose regarding how brand names can appear. Any EU co-financed programme shall respect all eligibility conditions of the promotion policy regulation.
Brands: example for a stand

Individual but identical corner for each representative of brands
Same size of the names of the brands – under an EU message

Only for illustration purpose regarding how brands can be showcased. Any EU co-financed programme shall respect all eligibility conditions of the promotion policy regulation.
EU generic promotion with recognition of the strategic importance of brands and origin (2/2)

MENTION OF ORIGIN

- **Internal market**: always secondary in relation to the main EU message of the campaign

- **Third country market** may be on the same level as the main EU message of the campaign

- **Products recognised under EU quality schemes (PDO, PGI...)**: the origin as registered in the denomination may be mentioned without any restriction
Not acceptable: programmes which encourage or give preference to the purchase of domestic products

- Article 34 TFUE
- Case 249/81 Commission v Ireland [1982] ECR 4005
Origin and implementing act

✓ The mention of origin shall be limited to visual supports
✓ Implicit or explicit references
✓ Shall not divert or mislead the Union message

✓ The mention of origin should be the national origin or common supra national origin

✓ **EU quality schemes** which refer to origin may mention their specific origin without any restriction
✓ **RUP logo** may mention the name of the outermost regions in the related graphic symbols and related visual material
✓ **National quality schemes** which refer to origin may mention this origin, provided that:
  ▪ It is secondary in relation to the main Union message of the campaign in the IM,
  ▪ may be on the same level as the main Union message of the campaign in TC
Example Internal Market: PDO/PGI/STG

Discover the ORIGIN

Bourgogne Wines
Parma Ham
Douro Wines,
Parmigiano-
Reggiano Cheese
Porto

ENJOY IT’S FROM EUROPE
Examples

Origin on Internal market

The European Milk is green

The European milk from Italy and Austria

Origin on third countries

Le kiwi en Europe c'est possible!!

La force du Kiwi d'Italie, de France et d'Espagne
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
Simple programmes and delegated act

✓ Be of significant scale

✓ In the **Internal Market** shall be implemented:
  - in at least **2 Member States**, or
  - in 1 Member State if not the one of origin of the proposing organisation(s)

✓ This requirement does **NOT apply for programmes**:
  - on **Union quality schemes** (points a, b, c of article 5,4)
  - relaying a message/ **proper dietary practices** (EC white paper COM(2007)279)
Implementation of the simple programmes and delegated and implementing acts

- Implementation though an implementing body

- Selection of the implementing body through a competitive procedure:
  - ensuring best value for money
  - Body governed by public law: Directive 2014/24/EU on public procurement

- Selection before the signature of the contract

- A PO may implement certain parts of the programme itself, subject to the following conditions:
  - the PO has at least three years’ experience of implementing promotion measures;
  - the PO ensures that the cost of the measure which it plans to carry out itself is not in excess of the normal market rates.
New technical support services offered by the Commission

As example:

- Help proposing organisations to design their programmes and implement them in an effective manner

- Create a platform for exchanges – generate contacts between proposing organisations (e.g. interest in carrying out a multi programme)

- Organising trainings, conferences to exchange views and methodology

- Help operators to develop their export activities
Cofinancing rates

- National cofinancing
- EU cofinancing rates:

<table>
<thead>
<tr>
<th>Type of programmes</th>
<th>Simple</th>
<th>Multi</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internal market</td>
<td>70%</td>
<td>80%</td>
</tr>
<tr>
<td>External market</td>
<td>80%</td>
<td>80%</td>
</tr>
<tr>
<td>In case of serious market disturbance/ loss of consumer confidence</td>
<td>85%</td>
<td>85%</td>
</tr>
</tbody>
</table>

+ 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

WORK PROGRAMME
Adopted by Commission

CALLS FOR PROPOSALS
Published by Commission
SIMPLE  MULTI

SUBMISSION of programmes proposals
BY proposing organisations
TO Commission

SELECTION
By Commission

SIMPLE MEMBER-STATES
Shared management

MULTI COMMISSION
Direct management
Management of the programme and delegated and implementing acts

Goal of simplification

• Multi programmes directly managed by the Commission
• Simplified implementing rules for simple programmes:
  • No performance security anymore
  • Control of visuals within the periodic technical report accompanying each payment request and not via an ex-ante approval by the MS
  • Flexibility with regard to the start of the implementation of the programme i.e. up to 6 mths after conclusion of the contract
  • Advance: 20% of the total EU contribution for the programme
  • Security for advance payment limited to 100%
  • Audit Certificate on the financial statements if more than 325,000 EURO
  • Costs of the securities and audit certificate are to be eligible
  • Interim payments paid on top of the advance (limited to 90% of the EU contribution)

Better assessment of the impact

• Tool kit of indicators
• Standardisation of the reporting
Delegation to an Executive Agency

**Which executive agency?**
- Delegation foreseen to Consumers, Health, Agriculture And Food Executive Agency (CHAFEA) – see Decision 2014/927/EU-
- Based in Luxemburg

**Why an executive agency?**
- Experience and specialisation in project management
- Improved service delivery
- Cost efficiency
- Increase the EU's visibility
What is 'Annual work programme'?

The tool to define the promotion strategy

=> A dynamic promotion policy

With the input of the sector

=> A policy aligned with the needs of the sector

Defines priorities with a dedicated budget

=> Weighted priorities but with a certain flexibility

Adopted annually

=> Possibility to adjust it each year
How did we draft the AWP 2017?

- **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

- **Member States contributions (MANCOM)**

- **Contributions from stakeholders**, consulted through the Civil Dialogue Group on Quality and Promotion

- **Experience from the first year of implementation of reformed promotion policy**
Structure of 2017 AWP

Annex I

1- GRANTS – co-financing of programmes: 133 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
# AWP 2017 - Budget

**SIMPLE PROGRAMMES** in Internal Market

<table>
<thead>
<tr>
<th>TOPIC</th>
<th>%</th>
<th>Mio EUR</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOPIC 1. Quality Schemes</td>
<td>55%</td>
<td>12.375</td>
</tr>
<tr>
<td>TOPIC 2. Generic</td>
<td>45%</td>
<td>10.125</td>
</tr>
</tbody>
</table>

**SIMPLE PROGRAMMES** in Third Countries

<table>
<thead>
<tr>
<th>TOPIC</th>
<th>%</th>
<th>Mio EUR</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOPIC 3. China, Japan, South Korea, Taiwan, South East Asia, India</td>
<td>23.4%</td>
<td>14.75</td>
</tr>
<tr>
<td>TOPIC 4. USA Canada Mexico</td>
<td>18.4%</td>
<td>11.6</td>
</tr>
<tr>
<td>TOPIC 5. Africa, Middle East and Turkey</td>
<td>13.4%</td>
<td>8.45</td>
</tr>
<tr>
<td>TOPIC 6. Other Regions</td>
<td>18.4%</td>
<td>11.6</td>
</tr>
<tr>
<td>TOPIC 7. Dairy and Pigmeat</td>
<td>20%</td>
<td>12.6</td>
</tr>
<tr>
<td>TOPIC 8. Beef</td>
<td>6.3%</td>
<td>4</td>
</tr>
<tr>
<td>Market disturbance/additional call for proposals</td>
<td>5%</td>
<td>4.5</td>
</tr>
<tr>
<td><strong>Total SIMPLE</strong></td>
<td>100%</td>
<td>90</td>
</tr>
</tbody>
</table>

**MULTI PROGRAMMES**

<table>
<thead>
<tr>
<th>TOPIC</th>
<th>%</th>
<th>Mio EUR</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOPIC A. Programmes increasing the awareness of sustainable agriculture and the role of agriculture for climate action on the internal market.</td>
<td>35%</td>
<td>15.05</td>
</tr>
<tr>
<td>TOPIC B. Information on EU quality schemes (IM/TC)</td>
<td>35%</td>
<td>15.05</td>
</tr>
<tr>
<td>TOPIC C. Programmes highlighting the specific features of agricultural methods in the Union and the characteristics of EU agrifood products (IM/TC)</td>
<td>30%</td>
<td>12.9</td>
</tr>
<tr>
<td><strong>Total MULTI</strong></td>
<td>100%</td>
<td>43</td>
</tr>
</tbody>
</table>

**TOTAL SIMPLE and MULTI PROGRAMMES 2017**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
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<tbody>
<tr>
<td>Commission own initiatives</td>
<td>9.5</td>
</tr>
<tr>
<td><strong>TOTAL PROMOTION PROGRAMMES 2017</strong></td>
<td>142.5</td>
</tr>
</tbody>
</table>
For \textit{simple programmes}:

- Promotion on internal market
  - Quality schemes

- Generic promotion: information & promotion programmes for agricultural methods and the characteristics of European agricultural and food products
AWP 2017 - new elements

4 geographical regions

1. China/Japan/Korea, Taiwan, SE Asia, Indian subcontinent
2. USA/Canada/Mexico
3. Africa, Middle East, Iran and Turkey
4. Other geographical areas

Promotion in third countries:

dairy and pork in third countries

beef in third countries
AWP 2017 – Arrangement for serious market disturbance, loss of consumer confidence or other specific problems

- additional call for proposals for simple programmes
- EUR 4.5 Mio
  - if not used, budget shall be reallocated to topic 7 (promotion of dairy and pigmeat products in third countries)
AWP 2017 - overview of priorities: MULTI PROGRAMMES

- **TOPIC A.** Programmes increasing the awareness of sustainable agriculture and the role of agriculture for climate action on the internal market.

- **TOPIC B.** Information on EU quality schemes (Internal market and third countries)

- **TOPIC C.** Programmes highlighting the specific features of agricultural methods in the Union and the characteristics of EU agrifood products (Internal market and third countries)
AWP 2017 - new elements

For **multi programmes:**

- 3 topics
- New topic: Programmes increasing the awareness of Union sustainable agriculture and the role of the agri-food sector for climate action
  - 15.05 EUR million internal market only
  - Not for organic production methods
AWP 2017 - Allocation of left-over budget

SIMPLE PROGRAMMES:

• The total of the remaining foreseen amount for the two topics on the IM shall be allocated to projects targeting the IM within 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.

MULTI PROGRAMMES:

• The total of the remaining foreseen amount for all three topics shall be merged and assigned to projects with the highest quality score, irrespective of the topic for which they have applied.
Procurement - measures on the initiative of the Commission:

- Promotion events in third countries: Canada (SIAL), Iran, S. Arabia
- Information provision and promotion measures in the event of a serious market disturbance, loss of consumer confidence or other specific problems
- Technical portal
- Experts
Calls for proposals 2017

- 2 calls published on 12.1.2017 in OJEU: simple and multi programmes
- Available in all EU official languages
- Online submission of proposals
- Submission deadline: 20 April 2017, 17:00 CET
2017 calls - where to find information?
2017 calls - where to find information?

Useful links


- Participant Portal: Calls - Research Participant Portal
Guidance available to applicants

- Guide for applicants (how to use the IT tool, proposal template, detailed award criteria)
- Frequently asked questions (FAQ)
- Participant portal: FAQ on submission tool, IT helpdesk
- Simple programmes: competent national authorities
- Webinars (Feb/Mar 2017) on “Objectives, indicators and evaluation of results” and “Communication strategy”
- Chafea helpdesk
### Eligible applicants (section 6.1 of the Call)

https://webgate.ec.europa.eu/multisite/chafea/funding-opportunities/eligibility

<table>
<thead>
<tr>
<th>SIMPLE</th>
<th>MULTI</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Organisations</strong> as referred to in Article 7(1) of Regulation (EU) No 1144/2014</td>
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</tr>
<tr>
<td>Representative of the sector or product concerned – Art. 1(1) or (2) of reg. 2015/1829</td>
<td>Representative of the sector or product concerned – Art. 1(1) or (2) of reg. 2015/1829</td>
</tr>
<tr>
<td><strong>Proposals can be submitted by one or more of the proposing organisations listed in Article 7(1)(a), (c) or (d) from the same Member State.</strong></td>
<td><strong>At least two organisations referred to in points (a), (c) or (d) of Article 7(1), from at least two Member States</strong> OR <strong>One or more Union organisations referred to in point (b) of Article 7(1)</strong></td>
</tr>
</tbody>
</table>

Only applications from entities established in EU Member States are eligible.

Only applications from entities established in EU Member States are eligible.
Eligible activities (section 6.2 of the call)

- Proposals must fall within the chosen priority topic of the call
- Proposals can only cover products and schemes listed in Article 5 of Regulation (EU) No 1144/2014
- Proposals must have a Union dimension
- Simple programmes:
  - Programme has to be implemented in a Member State other than that of the applicant (exception – campaigns on Union quality schemes or proper dietary practices)
  - Obligation to implement programme through implementing bodies (competitive selection procedure)
  - If part implemented by the proposing org., costs not in excess of normal market rates, min. 3 year experience implementing similar measures
- Messages conveying information on impact on health – conditions stipulated in reg. 2015/1831
- Mentioning of origin and brands – conditions stipulated in reg. 2015/1831
Eligible activities (section 6.2 of the call) cont.

**Indicative list:**

- Management of project
- Public relations (PR activities, Press events)
- Website, social media (Website setup, updating, maintenance, Social media accounts setup, regular posting, Other - mobile apps, e-learning platforms, webinars, etc.)
- Advertising (Print, TV, Radio, Online, Outdoor, Cinema)
- Communication tools (Publications, media kits, promotional merchandise, Promotional videos)
- 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)
- Point-of-sale (POS) promotion (Tasting days, Other: promotion in retailers' publications, POS advertising)
Exclusion criteria (section 7 of the call)

- the economic operator is bankrupt;
- 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;
- it has been established by a final judgment or a final administrative decision that the economic operator is guilty of grave professional misconduct;
- applicant has shown significant deficiencies in complying with main obligations in the performance of a contract financed by the EU budget;
- other situations.
Selection criteria (section 8 of the call)

- **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;
  - The check is not performed for public bodies and for applicants requesting a grant lower than 60,000 EUR;
  - Applicants requesting a grant above 750,000 EUR: audit report produced by an approved external auditor certifying the accounts for the last financial year available;
  - **Supporting documents**: annual accounts, financial viability form
Selection criteria (section 8 of the call) cont.

- **Operational capacity**
  - Applicants must have the professional competencies and qualifications required to complete the action
  - SIMPLE programmes: if the applicant implements part of the action, min. 3-year experience in implementing similar measures
  - **Supporting documents**: general profiles of core team, activity report
Award criteria (section 9 of the call)

1 - Union dimension
a) Relevance of proposed information and promotion measures to the general and specific objectives listed in Article 2 of Regulation (EU) No 1144/2014, aims listed in Article 3 of that Regulation, as well as 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

2 - Technical quality of the project
a) Quality and relevance of the market analysis
b) Suitability of the programme strategy, objectives, and key messages
c) Suitable choice of activities with respect to objectives and programme strategy, balanced communication mix, synergy between activities
d) Concise description of activities
e) Quality of the proposed evaluation methods and indicators
Award criteria (section 9 of the call) cont.

3 - Management quality
a) Project organisation and management structure
b) Quality control mechanisms and risk management

d - Cost-effectiveness
a) Return on investment
b) Suitable split of budget in relation to the objectives and scope of the activities

c) Consistency between the estimated costs and deliverables
d) Realistic estimation of person/days for activities implemented by the proposing organisation, including costs of project coordination
## Award criteria – quality thresholds

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Maximum Points</th>
<th>Threshold</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Union dimension</td>
<td>20</td>
<td>14</td>
</tr>
<tr>
<td>2. Technical quality of the project</td>
<td>40</td>
<td>24</td>
</tr>
<tr>
<td>3. Management quality</td>
<td>10</td>
<td>6</td>
</tr>
<tr>
<td>4. Cost-effectiveness</td>
<td>30</td>
<td>18</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>100</strong></td>
<td><strong>62</strong></td>
</tr>
</tbody>
</table>
Evaluation

- 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 threshold for quality for each award criterion will be accepted up to the limit of the available budget. The highest ranked of the remaining successful proposals will be put on a reserve list (and could be funded in case additional budget becomes available), the others will be rejected
- Proposals which do not fulfil the eligibility, selection or exclusion criteria, or which do not reach the threshold for quality (for one or several of the award criteria) will be rejected
Languages regime: documents

- call text: all official languages

- guide for applicants and templates:
  - simple programmes – all official languages
  - multi programmes – English only

* - list of MS which accept to sign grant agreements based on proposals drafted in English is available at http://ec.europa.eu/agriculture/promotion/member-states/national-competent-authorities/competent-authorities_en.pdf
Languages for submission

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

<table>
<thead>
<tr>
<th>MULTI</th>
<th>in English</th>
</tr>
</thead>
<tbody>
<tr>
<td>SIMPLE</td>
<td>in English if the Member State concerned has indicated its agreement to sign the grant agreement with the programme annexed in English (*): -to date- BE, CZ, DK, EL, FI, HR, HU, IE, CY, LT, LU, MT, AT (only for wine), SE, PT</td>
</tr>
</tbody>
</table>

| In all cases | With an English translation of the technical part (part B) |

Timetable simple programmes

3. **Timetable**
The deadline for submission is **20 April 2017, 17.00 CET (Central European Time)**.

<table>
<thead>
<tr>
<th>Stages</th>
<th>Date and time or indicative period</th>
</tr>
</thead>
<tbody>
<tr>
<td>(a) Publication of the call</td>
<td>12.1.2017</td>
</tr>
<tr>
<td>(b) Deadline for submitting applications</td>
<td>20.4.2017</td>
</tr>
<tr>
<td>(c) Evaluation period (indicative)</td>
<td>21.4-31.8.2017</td>
</tr>
<tr>
<td>(d) Decision by the Commission (indicative)</td>
<td>October 2017</td>
</tr>
<tr>
<td>(e) Information to applicants (indicative)</td>
<td>October 2017</td>
</tr>
<tr>
<td>(f) Signature of the contract with Member State (indicative)</td>
<td>January 2018</td>
</tr>
<tr>
<td>(g) Starting date of the action (indicative)</td>
<td>&gt; 1.1.2018</td>
</tr>
</tbody>
</table>
### Timetable multi programmes

3. **Timetable**

The deadline for submission of proposals is **20 April 2017, 17:00 CET** (Central European Time).

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<td>&lt; 20.10.2017</td>
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<tr>
<td>e) Signature of the grant agreement (indicative)</td>
<td>&lt; 20.1.2018</td>
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<tr>
<td>f) Starting date of the action (indicative)</td>
<td>&gt; 1.1.2018</td>
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</tbody>
</table>
After submission

- Chafea to contact applicants only to clarify issues regarding eligibility or to request other clarifications
- Research Executive Agency (REA) will contact successful applicants on the ranked list of multi programmes in relation to validation of their legal entity as well as their financial capacity
- Information to applicants: outcome of evaluation including evaluation summary report
- Successful applicants will be invited to make non-substantial adjustments to the proposal, based on the comments of the evaluation committee
Lessons learned from 2016 calls
### Outcome of 2016 calls for proposals (1)

<table>
<thead>
<tr>
<th>Status of proposal</th>
<th>Multi call</th>
<th>Simple call</th>
<th>Multi call</th>
<th>Simple call</th>
</tr>
</thead>
<tbody>
<tr>
<td>successful</td>
<td>6</td>
<td>60</td>
<td>22%</td>
<td>30%</td>
</tr>
<tr>
<td>reserve list</td>
<td>1</td>
<td>19</td>
<td>4%</td>
<td>10%</td>
</tr>
<tr>
<td>rejected due to unavailability of budget</td>
<td>0</td>
<td>26</td>
<td>0%</td>
<td>13%</td>
</tr>
<tr>
<td>below quality threshold</td>
<td>16</td>
<td>52</td>
<td>59%</td>
<td>26%</td>
</tr>
<tr>
<td>ineligible</td>
<td>4</td>
<td>42</td>
<td>15%</td>
<td>21%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>27</strong></td>
<td><strong>199</strong></td>
<td><strong>100%</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>
Almost 50% of accepted proposals were submitted by new applicants → you can succeed even if you are a "newcomer"
Submission statistics – Simple programmes

Number of proposals by Member State in 2016

<table>
<thead>
<tr>
<th>Member state</th>
<th>N° of proposals</th>
<th>Member state</th>
<th>N° of proposals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Austria</td>
<td>3</td>
<td>Croatia</td>
<td>2</td>
</tr>
<tr>
<td>Belgium</td>
<td>13</td>
<td>Hungary</td>
<td>1</td>
</tr>
<tr>
<td>Bulgaria</td>
<td>3</td>
<td>Ireland</td>
<td>5</td>
</tr>
<tr>
<td>Cyprus</td>
<td>1</td>
<td>Italy</td>
<td>45</td>
</tr>
<tr>
<td>Czech Republic</td>
<td>1</td>
<td>Lithuania</td>
<td>9</td>
</tr>
<tr>
<td>Germany</td>
<td>2</td>
<td>Latvia</td>
<td>3</td>
</tr>
<tr>
<td>Denmark</td>
<td>3</td>
<td>Netherlands</td>
<td>4</td>
</tr>
<tr>
<td>Estonia</td>
<td>1</td>
<td>Poland</td>
<td>4</td>
</tr>
<tr>
<td>Greece</td>
<td>41</td>
<td>Portugal</td>
<td>3</td>
</tr>
<tr>
<td>Spain</td>
<td>22</td>
<td>Romania</td>
<td>1</td>
</tr>
<tr>
<td>Finland</td>
<td>2</td>
<td>Slovenia</td>
<td>7</td>
</tr>
<tr>
<td>France</td>
<td>17</td>
<td>Slovakia</td>
<td>1</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>5</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td><strong>199</strong></td>
</tr>
</tbody>
</table>
### Approved proposals of simple programmes

<table>
<thead>
<tr>
<th>Member state</th>
<th>N° of approved proposals</th>
<th>Amount of co-financing (EUR)</th>
<th>Share of total co-financing (EUR)</th>
</tr>
</thead>
<tbody>
<tr>
<td>AT</td>
<td>2</td>
<td>4,200,000</td>
<td>4.5%</td>
</tr>
<tr>
<td>BE</td>
<td>5</td>
<td>5,863,211</td>
<td>6.2%</td>
</tr>
<tr>
<td>DE</td>
<td>1</td>
<td>1,974,890</td>
<td>2.1%</td>
</tr>
<tr>
<td>DK</td>
<td>2</td>
<td>2,071,709</td>
<td>2.2%</td>
</tr>
<tr>
<td>ES</td>
<td>6</td>
<td>10,248,583</td>
<td>10.9%</td>
</tr>
<tr>
<td>FR</td>
<td>8</td>
<td>9,075,352</td>
<td>9.6%</td>
</tr>
<tr>
<td>EL</td>
<td>8</td>
<td>16,384,710</td>
<td>17.4%</td>
</tr>
<tr>
<td>HR</td>
<td>1</td>
<td>3,316,510</td>
<td>3.5%</td>
</tr>
<tr>
<td>IE</td>
<td>1</td>
<td>3,008,565</td>
<td>3.2%</td>
</tr>
<tr>
<td>IT</td>
<td>10</td>
<td>23,593,771</td>
<td>25.0%</td>
</tr>
<tr>
<td>LT</td>
<td>6</td>
<td>4,984,236</td>
<td>5.3%</td>
</tr>
<tr>
<td>LV</td>
<td>1</td>
<td>2,761,304</td>
<td>2.9%</td>
</tr>
<tr>
<td>NL</td>
<td>1</td>
<td>1,599,280</td>
<td>1.7%</td>
</tr>
<tr>
<td>PL</td>
<td>1</td>
<td>2,040,320</td>
<td>2.2%</td>
</tr>
<tr>
<td>PT</td>
<td>1</td>
<td>731,175</td>
<td>0.8%</td>
</tr>
<tr>
<td>SI</td>
<td>6</td>
<td>2,378,498</td>
<td>2.5%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>60</strong></td>
<td><strong>94,232,114</strong></td>
<td><strong>100.0%</strong></td>
</tr>
</tbody>
</table>
## Details on approved multi programmes

<table>
<thead>
<tr>
<th>Applicant member states</th>
<th>Coordinator name</th>
<th>N° of approved proposals</th>
<th>Product sector</th>
<th>Target countries</th>
<th>Amount of co-financing (EUR)</th>
<th>Share of total co-financing (EUR)</th>
</tr>
</thead>
<tbody>
<tr>
<td>BE+NL</td>
<td>Vlaams Centrum voor Agro- en Visserijmarketing vzw</td>
<td>1</td>
<td>Fruit (fresh or dried)</td>
<td>DE</td>
<td>1,322,400</td>
<td>7.9%</td>
</tr>
<tr>
<td>FR+ES+PT</td>
<td>Union des Groupements de Producteurs de Bananes de Guadeloupe et Martinique</td>
<td>1</td>
<td>Outermost regions logo</td>
<td>BE, FR, DE, PL, PT, ES</td>
<td>2,700,000</td>
<td>16.0%</td>
</tr>
<tr>
<td>DE</td>
<td>Stars for Europe GbR</td>
<td>1</td>
<td>Cut flowers and plants, bulbs roots and live plants</td>
<td>FR, DE, PL, SE</td>
<td>1,399,478</td>
<td>8.3%</td>
</tr>
<tr>
<td>IT+ES</td>
<td>Consorzio di garanzia dell'olio extra vergine di oliva di qualità</td>
<td>1</td>
<td>Olive oil</td>
<td>US, JP</td>
<td>568,282</td>
<td>3.4%</td>
</tr>
<tr>
<td>ES+FR</td>
<td>Asociación para la Promoción del Vino de Garnacha, Garnacha Origen</td>
<td>1</td>
<td>Wine, cider and vinegar</td>
<td>US, CA</td>
<td>2,400,000</td>
<td>14.3%</td>
</tr>
<tr>
<td>UK+DK</td>
<td>Organic Trade (UK) Limited</td>
<td>1</td>
<td>Organic products</td>
<td>UK, DK</td>
<td>8,437,056</td>
<td>50.1%</td>
</tr>
<tr>
<td><strong>Grand Total</strong></td>
<td></td>
<td><strong>6</strong></td>
<td></td>
<td></td>
<td><strong>16,827,217</strong></td>
<td><strong>100.0%</strong></td>
</tr>
</tbody>
</table>
Sectors of approved programmes

- Fresh and processed fruit and vegetables: 30%
- Meat: 17%
- Dairy products: 15%
- Other eligible products: 7%
- Beer: 3%
- Cereals: 1%
- Spirits, liqueurs, and vermouth: 4%
- Olive oil: 3%
- Mixed products: 23%
Number of adopted programmes per target country
Main reasons for rejection

- Proposing organisation is not eligible
- Proposing organisation is not representative of the product/sector promoted
- Products/schemes promoted are not eligible
- Programme proposal is out of scope of the call and/or topic
- Programme is not of significant scale
Quality of proposals – weak points

- Programme objectives are not well defined
- Activities and deliverables are not well defined
- Union message is lacking
- Organisation and risk management are not described
- Evaluation methodology is absent
- Poor cost effectiveness
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
Chafea helpdesk

Email: chafea-agri-calls@ec.europa.eu

Phone: +352-4301-36611
weekdays between 9:30–12:00 and 14:30–17:00
Lastly, enjoy it's from Europe!

A new signature for future campaigns
For further information

**Europa web-site**

Thank you