



2021 Annual Work Programme

Promotion Policy Info Days
28 January 2021

DG Agriculture and Rural Development

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1. HOW WE DRAFTED THE AWP 2021

- The objectives of the Regulation (EU) No 1144/2014
- **Coherence with EU policy priorities (notably the European Green Deal and the Farm-to-fork strategy)**
- For third countries, a macro-economic analysis on projected increase in imports on existing or emerging markets, as well as a policy evaluation on FTAs or expected removal of SPS barriers
- Input from Member States (CMO)
- Contributions from stakeholders, consulted through Civil Dialogue Groups
- Results of previous calls (submissions' rates)

2. BUDGET & TOPICS

Available budget for **2021 AWP is €182.9** million in total, out of which:

- **€86 million** for "**simple**" promotion programmes (A simple programme is a promotion programme submitted by one or more proposing organisations from the same Member State).
- **€EUR 87.4 million** for "**multi**" promotion programmes (A multi programme is a programme submitted by organisations from at least two Member States or one or more European organisations).
- **€ 9.5 million** for Commission's **own initiatives**

Simple programmes

SIMPLE PROGRAMMES	€ 86 M
Simple programmes in the Internal market	€ 32,1 M
AGRIP-SIMPLE-2021-IM-EU QS Information provision and promotion programmes aiming at increasing the awareness and recognition of Union quality schemes	€ 5 M
AGRIP-SIMPLE-2021-IM-ORGANIC Information provision and promotion programmes aiming at increasing the awareness and recognition of Union quality scheme on organic production	€ 6 M
AGRIP-SIMPLE-2021-IM- SUSTAINABLE Programmes increasing the awareness of Union sustainable agriculture and the role of the agri-food sector for climate action and the environment	€ 6 M
AGRIP-SIMPLE-2021-IM-PROPER DIET Information provision and promotion programmes aiming at increasing the consumption of fresh fruit and vegetables in the internal market in the context of balanced and proper dietary practices	€ 9,1 M
AGRIP-SIMPLE-2021-IM-CHARACTERISTICS Information provision and promotion programmes aiming at highlighting the specific features of agricultural methods in the Union and the characteristics of European agricultural and food products, and quality schemes	€ 6 M
Simple programmes in Third Countries	€ 48,9 M
AGRIP-SIMPLE-2021-TC-ASIA Information provision and promotion programmes targeting one or more of the following countries: China (including Hong-Kong and Macao), Japan, South Korea, Taiwan, South-eastern Asia or Southern Asia	€ 16,3 M
AGRIP-SIMPLE-2021-TC-AMERICAS Information provision and promotion programmes targeting one or more of the following countries: Canada, USA or Mexico	€ 8,3 M
AGRIP-SIMPLE-2021-TC-OTHERS Information provision and promotion programmes targeting other geographical areas	€ 12,3 M
AGRIP-SIMPLE-2021-TC-ORGANICS Information provision and promotion programmes concerning the organic products under Union quality scheme	€ 12 M
Simple programmes for market disturbance/additional call for proposals	€ 5 M

Simple programmes

SIMPLE PROGRAMMES	€ 86 M
Simple programmes in the Internal market	€ 32,1 M
AGRIP-SIMPLE-2021-IM-EU QS Information provision and promotion programmes aiming at increasing the awareness and recognition of Union quality schemes	€ 5 M
AGRIP-SIMPLE-2021-IM-ORGANIC Information provision and promotion programmes aiming at increasing the awareness and recognition of Union quality scheme on organic products	€ 6 M
AGRIP-SIMPLE-2021-IM-CLIMATE Information provision and promotion programmes aiming at increasing the awareness and recognition of the role of the agricultural sector for climate change	€ 6 M
AGRIP-SIMPLE-2021-IM-PRODUCE Information provision and promotion programmes aiming at increasing the awareness and recognition of fresh produce	€ 9,1 M
AGRIP-SIMPLE-2021-IM-AGRICULTURE Information provision and promotion programmes aiming at increasing the awareness and recognition of agricultural methods	€ 6 M
Simple programmes for trade	€ 48,9 M
AGRIP-SIMPLE-2021-TC-ASIA Information provision and promotion programmes concerning the agricultural products from: China (including Hong-Kong and Macao), Japan, Korea, Singapore and Taiwan	€ 16,3 M
AGRIP-SIMPLE-2021-TC-AMERICAS Information provision and promotion programmes concerning the agricultural products from the following countries: Canada, Chile, Colombia, Costa Rica, Ecuador, Guatemala, Honduras, Mexico, Nicaragua, Panama, Peru, Uruguay and Venezuela	€ 8,3 M
AGRIP-SIMPLE-2021-TC-OTHERS Information provision and promotion programmes concerning other geographical areas	€ 12,3 M
AGRIP-SIMPLE-2021-TC-ORGANICS Information provision and promotion programmes concerning the organic products under Union quality scheme	€ 12 M
Simple programmes for market disturbance/additional call for proposals	€ 5 M

**ESTIMATED
FARM TO FORK
CONTRIBUTION
€ 33.1 M
(simple)**

Multi programmes

MULTI PROGRAMMES	€ 87,4 M
Multi programmes in the internal market	€ 43,2 M
AGRIP-MULTI-2021-IM Information provision and promotion programmes aiming at increasing the awareness and recognition of Union quality schemes OR information provision and promotion programmes highlighting the specific features of agricultural methods in the Union and the characteristics of EU agri-food products, and quality schemes	€ 4,2 M
AGRIP-MULTI-2021-IM-ORGANIC Information provision and promotion programmes aiming at increasing the awareness and recognition of Union quality scheme on organic production	€ 17 M
AGRIP-MULTI-2021-IM- SUSTAINABLE Programmes increasing the awareness of Union sustainable agriculture and the role of the agri-food sector for climate action and the environment	€ 12 M
AGRIP-MULTI-2021-IM-PROPER DIET Information provision and promotion programmes aiming at increasing the consumption of fresh fruit and vegetables in the internal market in the context of balanced and proper dietary practices	€ 10 M
Multi programmes in third countries	€ 39,2 M
AGRIP-MULTI-2021-TC-ALL Information provision and promotion programmes targeting any third country(ies)	€ 25,2 M
AGRIP-MULTI-2021-TC-ORGANICS Information provision and promotion programmes concerning the organic products under Union quality scheme	€ 14 M
Multi programmes for market disturbance/additional call for proposals	€ 5 M

Multi programmes

MULTI PROGRAMMES	€ 87,4 M
Multi programmes in the internal market	€ 43,2 M
AGRIP-MULTI-2021-IM Information provision and promotion of the awareness and recognition of Union quality schemes OR information provision and promotion of traditional methods in the Union and the characteristics of EU agri-food products	€ 4,2 M
AGRIP-MULTI-2021-IM-ORG Recognition of Union quality schemes and promotion of traditional methods	€ 17 M
AGRIP-MULTI-2021-IM-ORG Promotion of the agri-food sector for climate change mitigation	€ 12 M
AGRIP-MULTI-2021-IM-ORG Promotion of fresh produce	€ 10 M
Multi programmes for market orientation	€ 39,2 M
AGRIP-MULTI-2021-TC-ORG Promotion of Union quality schemes	€ 25,2 M
AGRIP-MULTI-2021-TC-ORG Promotion of Union quality scheme	€ 14 M
Multi programmes for market orientation	€ 5 M

**ESTIMATED
FARM TO FORK
CONTRIBUTION
€ 53 M
(multi)**

Contribution to Farm to fork (estimated)

**Promotion
organic
€ 49 M**

**Promotion
sustainable
€ 18 M**

**Promotion
of fruit & vegetables
consumption in
balanced diets
€ 19.1 M**

**APPROX. 50% OF THE OVERALL
PROMOTION BUDGET
for co-financing programmes**

Calls timeline

- **Publication:** 2 calls for multi and simple published **today** in Official Journal of the EU
- **Submission deadline:** **28 April 2021** 17:00 CET
- **Decision** on the evaluation outcome: autumn 2021

3. Criteria for funding (NEW)

Eligibility, exclusion and selection criteria remain unchanged

Award criteria – new sub-criterion (under Relevance)

(b) Contribution of the proposed information provision and promotion project in respect of the objectives of the climate and environmental ambition of the CAP, the Green Deal and Farm to Fork strategies, in particular concerning sustainability of production and consumption;

3. Criteria for funding (NEW)

NEW for proposals targeting third-countries/others

*Programmes targeting **least-developed countries** according to UN list available at https://www.un.org/development/desa/dpad/wp-content/uploads/sites/45/publication/lcd_list.pdf should be coherent with EU development objectives. Applicants will be asked to submit their own assessment explaining why the proposed promotion programme will not adversely affect EU development policy goals in the least-developed country targeted by the promotion programme. This assessment will be examined under the award criterion "Relevance".*

Thank you!

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