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B.4 - Agri-Food promotion, Environmental Observation and Innovative Governance

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## QUESTIONS & ANSWERS (Q & A)

Last update: 27/04/2021

**Calls for proposals and AGRIP-MULTI-2021 and AGRIP-SIMPLE-2021**

### Q & A No. 1

**Q: Annex III of the Programme Guide provides information about methods for calculating the impact of actions in terms of economic return and informative return. Which methods should be used to calculate the impact of the project in terms of sustainability?**

A: Applicants are invited to consult the Programme Guide, section 3. Impact, which explains that impact shall be calculated in relation to the economic return and/or informative return of the project. It is not necessary to calculate the impact in terms of sustainability; the applicants shall only explain, without calculating it, the foreseen medium to long-term impact related to the project's contribution to sustainable production and consumption.

### Q & A No. 2

**Q: Is the template for Part B of the application form available in the submission system the final version? Can you provide more explanations on the page limit and the formatting instructions?**

A: The template in the submission system is the final version. As regards the limit of 70 pages, the system will consider the PDF file of Part B uploaded at the time of submission. Applicants are free to delete the first pages of the template and to start directly with the heading "1. RELEVANCE" on page 5. Equally, the section "Annexes" can be removed. Proposals shall strictly follow the structure of the template – i.e. all sections need to be covered, but it is not mandatory to use exactly the same formatting. However, proposals have to be printable and readable in order to be admitted. The font size should not be smaller than 10 points and the margins should measure at least 15mm.

### **Q & A No. 3**

**Q: Is the eligibility criterion that states that “...bodies must have been legally established in the Member State in question at least two years prior to the date of the call for proposals referred to in Article 8(2)” applicable to the Consortium individual applicants, or to the whole Consortium?**

**A:** This eligibility criterion is applicable only to agri-food sector bodies (the objective and activity of which is to provide information on, and to promote agricultural products and which have been entrusted, by the Member State concerned, with a clearly defined public service mission in this area). It does not apply to other types of eligible proposing organisations listed in section 6 of the call document.

Furthermore, it applies to the individual applicant and not to the consortium. Each applicant shall comply with the relevant eligibility rules.

### **Q & A No. 4**

**Q: Please clarify the following eligibility criterion, which defines who can submit proposals for MULTI Programmes:**

- (a) “at least two of the proposing organisations referred to in Article 7(1)(a), (c), or (d) of Regulation (EU) No 1144/2014 coming from at least two different Member States or one or more Union organisations referred to in Article 7(1)(b) of Regulation (EU) No 1144/2014;”

**In particular, can two Union organisations based in the same Member State apply for a MULTI Programme?**

**A:** Yes, two Union organisations that have their seat in the same Member State can apply for a MULTI Programme.

### **Q & A No. 5**

**Q: Can SIMPLE Programmes’ applicants target only one EU Member State?**

**A:** In line with art. 3(1) of reg. 1829/2015, in case of simple programmes, actions targeting the internal market have to be implemented in at least two Member States with a coherent share of the allocated budget in particular taking into account the respective size of the market in each of the Member States concerned, or be implemented in one Member State if

that Member State is different from the Member State of origin of the proposing organisation(s).

The above requirement does not apply to programmes relaying a message which concerns the Union quality schemes referred to in Article 5(4)(a), (b) and (c) of Regulation (EU) No 1144/2014 and to programmes relaying a message which concerns proper dietary practices. The latter exception is therefore applicable to topics 1, 2 and 4 of the call AGRIP-SIMPLE-2021. It is also applicable to applications submitted to topic 5 if the proposal is relaying a message which concerns proper dietary practices.

#### **Q&A No.6**

**Q: Should all Consortium Members focus on the same target market for MULTI Programmes?**

**A:** It is the consortium's decision how to distribute the work among its members (e.g. which partner implements activities on which market etc.). Proposals should however present a clear strategy and distribution of roles in sections 1.2 and 2.2 of Part B, bearing in mind that a promotion programme needs to be a coherent set of operations.

#### **Q&A No.7**

**Q: Under which budgetary category linked third parties costs should be claimed?**

**A:** In case of financial support to third parties, costs should be presented in the column dedicated to "financial support to third parties" in the detailed budget table. Applicants are invited to carefully examine the call conditions applicable to financial support to third parties.

#### **Q&A No.8**

**Q: Can a Lithuanian Association with members based in Latvia promote its members' Latvian products?**

**A:** According to call conditions, applicants shall be representative of the sector or product concerned by the proposal and provide relevant supporting documents demonstrating their eligibility and representativeness. In the specific case at stake, a Lithuanian applicant can promote products of Latvian origin only if it is representative at the level of the Member State (Latvia) of the relevant sector or product, which is promoted by the proposal.

### **Q&A No.9**

**Q: Is an association of groups, as defined in point 2 of Article 3 of Regulation (EU) No 1151/2012 in a particular Member State territory that promotes different products covered by quality schemes, eligible for 2021 SIMPLE Programmes?**

**A:** The call eligibility criteria refer to “groups as defined in point 2 of Article 3 of Regulation (EU) No 1151/2012, provided that they are representative for the name protected under the latter Regulation which is covered by that programme”. In relation to representativeness of those groups, the call conditions state the following:

“a group as defined in point 2 of Article 3 of Regulation (EU) No 1151/2012 of the European Parliament and of the Council and referred to in Article 7(1)(a) of Regulation (EU) No 1144/2014, is deemed to be representative of the name protected under Regulation (EU) No 1151/2012 and covered by the programme, where it accounts for at least 50% of the volume or value of marketable production of the product(s) whose name is protected”.

In case of associations of groups, as long as individual members (groups) are representative for the names protected under quality schemes that are covered by the promotional programme, the association will also be considered representative.

### **Q&A No.10**

**Q: How can an agri-food body demonstrate that it has been entrusted, by the Member State concerned, with a clearly defined public service mission in this area?**

**A:** The form of the entrustment is not decisive, as it can take various forms in different Member States. For example: a law, a letter by a public authority, a delegation, a civil non-profit partnership, or a simple recognition of public interest in the status of the body. The entrustment can be made by a national or a regional public authority.

### **Q&A No.11**

**Q: Application Form Section “4.1 Activities and work packages”, requires applicants to fill in the Work Packages table concerning activities and tasks. What exactly is “tasks” referring to? Can you give an example?**

**A:** A ‘task’ is part of a Work Package. For example, in a Work Package ‘Public Relations’, a task could be ‘Press events’ with activities such as a press conference.

#### **Q&A No.12**

**Q: Application Form Section “4.1 Activities and work packages” requires applicants to fill in the Work Packages table concerning Deliverables and estimated budget. This section refers also to in-kind contributions. Are in-kind contributions against payment eligible costs?**

**A:** In-kind contributions against payment are not eligible costs. As stated in art. 9.2 of the AGRIP Model Grant Agreement, “*Other third parties may give in-kind contributions to the action (i.e. personnel, equipment, other goods, works and services, etc. which are free-of-charge), if necessary for the implementation. Third parties giving in-kind contributions do not implement any action tasks. They may not charge costs or contributions to the action and the costs for the in-kind contributions are not eligible. The third parties and their in-kind contributions should be set out in Annex 1.*”

For each task listed in the application form, the applicant shall specify the task name, description, the participant name and role (indicating in bold the task leader). The applicant shall also specify whether the task is subcontracted. In case in-kind contributions by third parties are foreseen, this shall also be mentioned in the relevant column. However, since in-kind contributions against payment cannot be declared as eligible cost, the relevant costs should not be included in the budget estimate.

#### **Q&A No.13**

**Q: Are national associations that represent the wholesale market in a Member State eligible?**

**A:** An association of wholesalers can be considered a trade organization according to Article 7(1)(a) of reg. 1144/2014. In order to be considered eligible under the calls in subject, it will have to demonstrate that it is representative at the national level of the sector or sectors concerned by the proposal. Its representativeness will be assessed in line with conditions listed in section 6 of the Call for proposals.

#### **Q&A No.14**

**Q: Is an entity whose members are agricultural producers and which is not recognised by a Member State eligible under the current calls?**

**A:** An association of agricultural producers can be considered a trade organisation according to Article 7(1)(a) of reg. 1144/2014. In order to be considered eligible under the calls in subject, it will have to demonstrate that it is representative at the national level of the sector

or sectors concerned by the proposal. Its representativeness will be assessed in line with conditions listed in section 6 of the Call for proposals.

#### **Q&A No.15**

**Q: For a consortium formed by two groups of producers of which one is representative at the level of the Member State for the sector or product promoted, while the other one is not, how is the requirement of representativeness assessed at the consortium level?**

**A:** The representativeness requirement will be assessed at the level of the consortium; therefore, if one of the applicants is representative on the national level for the product/sector concerned by the proposal, adding another applicant to the consortium representing the same product/sector from the same Member State will increase the overall representativeness of the consortium.

#### **Q&A No.16**

**Q: Under which circumstances can linked third parties participate in programme implementation?**

**A:** According to call conditions, financial support to third parties is possible for entities linked to the beneficiary and identified in the project proposal, whereas the term “Linked entities” refers to “*entities that have a link with the beneficiary, in particular, a legal or capital link, which is neither limited to the action nor established for the sole purpose of its implementation.*”

As stated in the Call document, Section 6. Eligibility, “the project specifies the maximum amount of financial support for each third party and the criteria and procedures for giving the financial support; the beneficiaries ensure that the costs charged to the actions are limited to the cost actually incurred by those third parties and that the entities comply with the principle of sound financial management and keep records on their cost”.

Moreover, section 10. Legal and financial setup stipulates that “costs for financial support to third parties are allowed for grants; maximum amount per third party EUR 60 000 EUR, unless a higher amount is required because the objective of the action would otherwise be impossible or overly difficult to achieve and this is duly justified in the Application Form.”