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## ANNEX I

### Work Programme for 2016

in the framework of

**Regulation (EU) No 1144/2014 of the European Parliament and of the Council of 22 October 2014 on information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries and repealing Council Regulation (EC) No 3/2008**

#### 1.1. Introduction

On the basis of the objectives set out in Regulation (EU) No 1144/2014, this work programme contains the actions to be financed with the following breakdown for year 2016:

- for grants (implemented under direct management and shared management, point 1.2 below): EUR 111.300.000

- for procurement (implemented under direct management, point 1.3 below): EUR 1.700.000

#### 1.2. Grants

Legal basis:

Regulation (EU) No 1144/2014

Budget Lines:

Information and promotion programmes may consist of "simple" programmes or "multi" programmes. Simple programmes are programmes submitted by one or more proposing organisations which are all from the same Member State. Multi programmes are programmes submitted by at least two proposing organisations which are from at least two Member States or one or more Union organisations.

Simple and multi programmes have different management modes, different financing modes and are included in two different budget lines:

05.02.10.01: for simple programmes

05.02.10.02: for multi programmes

Description of the activities to be funded under the call for proposals

Information and promotion programmes shall consist of a coherent set of operations and shall be implemented over a period of at least one year but not more than three years. They shall in particular consist of public relation work and information campaigns and may also take the form of participation in events, fairs and exhibitions of national, European and international importance.

## Implementation

The present work programme shall be implemented, for simple and multi programmes through the publication of two calls for proposals organised, launched and managed by the Consumers, Health, Agriculture and Food Executive Agency (CHAFEA).

Proposals for simple and multi programmes shall be evaluated on the basis of the criteria laid down in Annex II and Annex III, respectively.

Afterwards, the financing of simple programmes shall be implemented by the Member States and multi programmes by the CHAFEA.

## Maximum rates of EU financing of the eligible costs

### *(a)- Simple programmes*

The Union's financial contribution to simple programmes in the internal market shall be 70 % of the eligible expenditure. For proposing organisations established in Member States in receipt of financial assistance in accordance with Articles 136 and 143 TFEU on or after 1 January 2014, the percentage shall be 75 % for programmes decided upon by the Commission before the date from which the Member State concerned no longer receives such financial assistance.

### *(b)- Multi programmes*

The Union's financial contribution to multi programmes shall be 80 % of the eligible expenditure. For proposing organisations established in Member States in receipt of financial assistance in accordance with Articles 136 and 143 TFEU on or after 1 January 2014, the percentage shall be 85 % for programmes decided upon by the Commission before the date from which the Member State concerned no longer receives such financial assistance.

### *(c)- Special co-financing rate to simple and multi programmes*

The Union's financial contribution to simple and multi programmes implemented in third countries shall be 80 % of the eligible expenditure. For proposing organisations established in Member States in receipt of financial assistance in accordance with Articles 136 and 143 TFEU on or after 1 January 2014, the percentage shall be 85 % for programmes decided upon by the Commission before the date from which the Member State concerned no longer receives such financial assistance.

The Union's financial contribution to simple and multi programmes shall be 85 % of the eligible expenditure in the event of serious market disturbance, loss of consumer confidence or other specific problems. For proposing organisations established in Member States in receipt of financial assistance in accordance with Articles 136 and 143 TFEU on or after 1 January 2014, the percentage shall be 90 % for programmes decided upon by the Commission before the date from which the Member State concerned no longer receives such financial assistance.

## Indicative timetable and indicative amount of the call for proposals

A call for proposals for the co-financing of the implementation of information and promotion programmes in the internal market and in third countries i.e.actions under thematic priorities 1, 2 and 3 referred to in point 1.2.1 shall be launched within the course of the 1st quarter of 2016. If necessary, an additional call for proposals could be published in the case of market disturbance, loss of consumer confidence or other specific problems, as referred to in point 1.2.2., as soon as possible after the beginning of that market disturbance.

The overall amount for information and promotion programmes to be awarded in 2016 amounts to EUR 111.300.000. This amount is split between:

- simple programmes: EUR 97.000.000
- multi programmes: EUR 14.300.000

The allocation for the simple programmes under shared management establishes the maximum amount that could be granted when selecting these programmes in 2016. Given the fact that appropriations for simple programmes are non-differentiated and implemented over several years, that amount shall not necessarily correspond to the commitment appropriations entered in the general budget of the Union for 2016.

*1.2.1. Actions for proposal for simple and multi programmes, in the internal market and in third countries*

1.2.1.1. Actions under thematic priority 1: **simple** programmes in the **internal market**

Type of actions : Grants following a call for proposals

Topics	Total amount foreseen	Priorities of the year, objectives pursued and expected results
<p><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) No 1144/2014, with exception of those that are illustrated exclusively with milk/ dairy products, pig meat products or a combination of those two</p>	<p>10.050.000 EUR</p>	<p>The objective is to increase the awareness and recognition of the specific Union quality schemes:</p> <ul style="list-style-type: none"> <li>- Quality schemes: Protected designation of origin (PDO), protected geographical indication (PGI), traditional speciality guaranteed (TSG) and optional quality terms</li> <li>- Organic farming</li> <li>- Agricultural products originating in the outermost regions of the Union</li> </ul> <p>Information and promotion programmes targeting Union quality schemes should be a key priority in the internal market since such schemes provide consumers with assurances on the quality and characteristics of the product or the production process used, achieve added value for the products concerned and enhance their market opportunities.</p> <p>One of the expected results is to increase the levels of recognition of the logo associated with the Union quality schemes by the European consumers knowing that, according to special Eurobarometer (n°389), only 14 % (with a range from 3 to 36% depending of the Member State concerned) of European consumers recognise the logos of products that benefit from a protected designation of origin (PDO) or a protected geographical indication (PGI), these being the main Union quality schemes.</p>

		<p>The expected ultimate result is to enhance the competitiveness and consumption of Union agrifood products registered under a Union quality scheme, raise their profile and increase their market share.</p>
<p><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, with exception of those that concern exclusively milk /dairy products, pig meat products or a combination of those two</p>	6.700.000 EUR	<p>The objective is to highlight the specific features of agricultural production methods in the Union, particularly in terms of food safety, traceability, authenticity, labelling, nutritional and health aspects, animal welfare, respect for the environment and sustainability, and the characteristics of agricultural and food products, particularly in terms of their quality, taste, diversity or traditions. It concerns all eligible products, except milk/dairy and pig meat products when they are subject to programmes that do not include other eligible products and schemes not falling under the scope of Topic 1, with a view to increasing the competitiveness and consumption of Union agricultural and food products and thereby increasing their market shares in the internal market.</p> <p>One of the expected results is to increase the awareness of the merits of Union agricultural products by the European consumers.</p> <p>The expected impact is to enhance the competitiveness and consumption of the concerned Union agrifood products, raise their profile and increase their market share.</p>
<p><u>Topic 3-</u> Information and promotion programmes on milk/dairy, pig meat products or a combination of those two</p>	9.000.000 EUR	<p>In relation with the specific market situation of the dairy and pig meat sectors in 2015, the objectives are to increase the awareness and recognition of the specific Union quality schemes that concern exclusively milk /dairy products or pig meat products, or to highlight the specific features of agricultural production methods in the Union, particularly in terms of food safety, traceability, authenticity, labelling, nutritional and health aspects, animal welfare, respect for the environment and sustainability, and the characteristics of milk/dairy or pig meat products, particularly in terms of their quality, taste, diversity or traditions.</p> <p>The expected results are to increase the levels of recognition of the logo associated with those Union quality schemes by the European consumers, to increase the awareness of the merits of Union's milk/ dairy products and pig meat products and thus to increase the competitiveness and consumption of these products and to increase their market shares in the internal market.</p>

\*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.

#### 1.2.1.2. Actions under thematic priority 2: **simple programmes in third countries**

Over the period 2001-2011, only 30 % of the budget earmarked for information provision and promotion measures was spent on measures targeting third country markets, even though those markets offer major growth potential. Arrangements are therefore needed in order to encourage a larger number of information provision and promotion measures for Union agricultural products in third countries, focusing not only on the capitals of these countries but also on other cities. This is why the annual work programme allocates 70% of the budget to information and promotion programmes in third countries.

In order to define priorities for third markets, the Commission's services made 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. The macro-economic results were crossed with a policy evaluation on Free Trade Agreements and expected removal of sanitary and phytosanitary barriers. In view of diversifying Union exports, the number of co-financed promotion programmes currently in operation per geographical areas was also considered.

According to this analysis, the most encouraging markets are considered to be the following: (i) China<sup>1</sup>, Japan, South Korea, Taiwan; (ii) USA, Canada; (iii) Latin America; (iv) South East Asia, (v) Middle East<sup>2</sup> and Africa<sup>3</sup>.

In addition, in relation with the specific market situation for the dairy and pig meat sectors mid-2015, a separate topic dedicated to these sectors is proposed. In this regard, information and promotion programmes that cover exclusively milk/dairy products, pig meat products or a combination of those two are excluded from Topics 4 to 9.

Type of actions: Grants following a call for proposals

<b>Topics</b>	<b>Total amount foreseen</b>	<b>Priorities of the year, objectives pursued and expected results</b>
<u>Topic 4*</u> - Information and promotion programmes targeting one or more of the following countries: China, Japan, South Korea or Taiwan	11.725.000 EUR	The information and promotion programmes should target one or more countries identified in the corresponding topic.  The objectives of these programmes should comply with the general and specific objectives set out in Regulation (EU) No1144/2014.
<u>Topic 5*</u> -Information and promotion programmes targeting one	11.725.000 EUR	The expected ultimate impact is to

<sup>1</sup> China mainland, China Hong Kong and China Macao

<sup>2</sup> Middle East is also referred to as "Western Asia".

<sup>3</sup> The composition of region follows the United Nations country and regional classification. For more details on list of countries composing geographical area, see: <http://unstats.un.org/unsd/methods/m49/m49regin.htm>

or more of the following countries: USA or Canada		enhance the competitiveness and consumption of Union agrifood products, raise their profile and increase their market share in these targeted countries.
<u>Topic 6*</u> -Information and promotion programmes targeting one or more countries of Central and South America or the Carribean	7.035.000 EUR	
<u>Topic 7*</u> - Information and promotion programmes targeting one or more countries of South East Asia, meaning Brunei, Cambodia, Indonesia, Lao, Malaysia, Myanmar, Philippines, Singapore, Thailand, Timor Leste or Vietnam	7.035.000 EUR	
<u>Topic 8*</u> - Information and promotion programmes targeting one or more countries of Africa or Middle East	4.690.000 EUR	
<u>Topic 9*</u> - Information and promotion programmes targeting other geographical areas	4.690.000 EUR	
<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	21.000.000 EUR	

\* 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.

### 1.2.1.3. Actions under thematic priority 3: **multi** programmes in the **internal market or in third countries**

Type of actions: Grants following a call for proposals

Priorities of the year, objectives pursued and expected results:

When implementing programmes in third countries, the objective is to enhance the competitiveness and consumption of Union agrifood products, raise their profile and increase their market share in these targeted countries.

When implementing programmes on the internal market, the objectives are to increase the awareness and recognition of the specific Union quality schemes and to highlight the specific features of agricultural production methods in the Union, particularly in terms of food safety, traceability, authenticity, labelling, nutritional and health aspects, animal welfare, respect for the environment and sustainability, and the characteristics of agricultural and food products, particularly in terms of their quality, taste, diversity or traditions. The expected results are to increase the levels of recognition of the logo associated with those Union quality schemes by the European consumers and to increase the competitiveness and consumption of Union agricultural and food products and their market shares in the internal market.

Indicative budget: 14.300.000 EUR

### 1.2.2. *Actions in case of serious market disturbance, loss of consumer confidence or other specific problems with an additional call for proposal via **simple** programmes*

Type of actions: Grants following a call for proposals

Priorities of the year, objectives pursued and expected results:

These actions consist in information and promotion programmes designed to react in case of unexpected serious market disturbance, loss of consumer confidence or other specific problems where, information and promotion programmes co-financed by the sector would be an adequate response to face the event and, when applicable, would be complementary to exceptional measures taken in accordance with Part V, Chapter 1 of Regulation (EU) No 1308/2013.

These actions are limited to simple programmes which require less time to be established and are therefore more suitable measures in case of market disturbance or loss of consumer confidence.

The unexpected serious market disturbance, loss of consumer confidence or other specific problems should have a European dimension.

The information and promotion programmes should have a European dimension, in terms of content and impact. The objective of these programmes is to help restore consumer confidence and the normal market conditions.

The expected ultimate result is to restore the normal market conditions for those sectors affected by the market disturbance.

In case where there has not been a serious market disturbance, loss of consumer confidence or other specific problems during the year, the budget shall be reallocated to actions under thematic priorities 1 and 2.

Description of the activities to be funded under the call for proposals:

Information provision and promotion measures shall consist of a coherent set of operations. The programmes designed to react to serious market disturbance, loss of consumer confidence or other specific problems should be more targeted and implemented over a period of one year

Indicative timetable:

The call for proposal would be published shortly after the beginning of the market disturbance, loss of consumer confidence or other specific problems.

Indicative allocation: EUR 3.350.000

### **1.3. Procurement (measures on the initiative of the Commission)**

The overall budgetary allocation reserved for procurement contracts in 2016 amounts to EUR 1.700.000.

It covers activities such as organisation of Union pavilions at major agri-food trade fairs in third countries, organisation of business delegation visits to third countries, provision of technical support services, organisation of campaigns in the event of serious market disturbance, loss of consumer confidence or other specific problems, and communication about the reformed promotion regime. Call for tenders for the award of framework contracts, request for services under existing ones and calls for tender shall be launched. An overview of the procurement procedures considered to be launched in relation to the actions described above encompasses:

#### *1.3.1. Promotion events in third countries*

Legal basis

Article 9(1) of Regulation (EU) No 1144/2014
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Budget line

05.02.10.02
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Subject matter of the contracts envisaged

Organisation of 2-3 events in third countries covered by priority geographical areas listed under thematic priority 2 of the annual work programme may take form of business delegation visits or participation at major agri-food trade fairs with a Union pavilion.
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Business delegation visits to third countries shall gather 20-30 representatives of producer organisations and SMEs. The objective of the action is facilitating market access, establishing business contacts, and enhancing the image of Union products with media, businesses and consumers in the third country in question.
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Participation at trade fairs shall take the form of Union pavilions at major international trade fairs dedicated to products and themes eligible for promotion within the meaning of Regulation (EU) No 1144/2014. Participation of Union producers who will exhibit their products at the pavilion is foreseen. A PR and media campaign and other events, such as promotional weeks on points of sales or in restaurants might complement such activities.
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Type of contract

Existing framework contract for services.

Indicative number of contracts envisaged: 2-3 specific contracts based on existing framework contract (FWC)

Indicative timeframe for launching the procurement procedure

2nd quarter: 1 contract; 3rd quarter: 1 contract; 4th quarter: 1 contract

Implementation

Implementation by the Consumer, Health, Agriculture and Food Executive (CHAFEA) and DG AGRI.

### *1.3.2. Technical support services*

Legal basis

Article 9(2) of Regulation (EU) No 1144/2014

Budget line

05.02.10.02

Subject matter of the contracts envisaged

The following objectives shall be pursued by establishing technical support services:

- encouraging awareness of different markets by providing country, market research and statistical reports on key target countries listed under thematic priority 2 of the annual work programme

- maintaining a dynamic professional network around information and promotion policy, including providing advice to the sector with regard to the threat of imitation and counterfeit products in third countries, in particular by publishing the relevant information on an information portal

- improving knowledge of Union rules concerning programme development and implementation, mainly by providing adequate information online, organising or participating in events and fostering the development of a network of agro-food operators with the aim of helping operators to take part in co- financed programmes, to conduct effective campaigns or to develop their export activities.

The envisaged contracts concern the production of a web portal, of market research, country and statistical reports as well as other communication activities, such as organisation of events.

Type of contract

Existing framework contract for services;

New framework contract for services;  
Direct contract for services.

Indicative number of contracts envisaged: 2-3 specific contracts based on existing FWC, 1 new framework contract or direct service contract

Indicative timeframe for launching the procurement procedure

1st quarter: 1 specific contract; 3rd quarter: 2 specific contracts  
3rd quarter: new FWC or direct service contract.

Implementation

Implementation by the Consumer, Health, Agriculture and Food Executive (CHAFEA).

*1.3.3. Information provision and promotion measures in the event of a serious market disturbance, loss of consumer confidence or other specific problems*

Legal basis

Article 2(2)(e) and 9(1) of Regulation (EU) No 1144/2014

Budget line

05.02.10.02

Subject matter of the contracts envisaged

In the event of serious market disturbance, loss of consumer confidence or other specific problems, targeted communication and promotion activities shall be launched with the objective of restoring normal market conditions. Those measures may in particular take form of communication campaigns, high level missions, participation in trade fairs and exhibitions of international importance by means of stands, or other operations aimed at enhancing the image of Union products.

Type of contract

Existing framework contract.

Indicative number of contracts envisaged: 1 specific contract.

Indicative timeframe for launching the procurement procedure

N/A: specific contract shall be signed only in the event of a serious market disturbance, loss of consumer confidence or other specific problems.

Implementation

Implementation by the Consumer, Health, Agriculture and Food Executive (CHAFEA).

#### 1.3.4. Experts Evaluators

##### Legal basis

Article 15(5) of Regulation (EU) No 1144/2014  
Article 133 of Regulation (EU, Euratom) No966/2012

##### Budget line

05.02.10.02

##### Subject matter of the contracts envisaged

Experts to provide technical assistance in the context of the evaluation of proposals submitted following the calls for proposals launched in implementation of the present work programme.

##### Type of contract

Service contract; selection of experts from experts included in AMI (appel à manifestation d'intérêt) list.

Indicative number of contracts envisaged: 30-40.

Indicative timeframe for launching the procurement procedure

Second quarter of 2016.

##### Implementation

Implementation by the Consumer, Health, Agriculture and Food Executive (CHAFEA).

## ANNEX II

### Criteria for financial contribution to simple programmes

The Financial Regulation, Regulation (EU, Euratom) No 966/2012 and its Rules of application, Commission Delegated Regulation (EU) No 1268/2012 apply to the evaluation of the simple programmes.

Proposals shall be evaluated on the basis of the four categories of criteria:

1. Eligibility criteria, to determine whether an applicant is allowed to participate in the call for proposal.
2. Exclusion criteria, to eliminate from participation in the procedure or award, applicants who are in one of the exclusion situations referred to below.
3. Selection criteria, to assess the applicant's financial and operational capacity to complete a proposed action.
4. Award criteria, to assess the relevance of the proposal's scope to the announced priorities and other quality aspects taking into account its costs.

#### **(1) Eligibility criteria**

Proposals for simple programmes can only be submitted by legal persons or other entities which do not have a legal personality under the applicable national law, provided that their representatives have the capacity to undertake legal obligations on behalf of the entity and offer guarantees for the protection of the Union's financial interests equivalent to those offered by legal persons as referred to in Article 131(2) of the Regulation (Euratom, EU) No 966/2012. Those legal persons shall be :

(a) one or more of the proposing organisations listed in Article 7(1) (a), (c), or (d) of Regulation (EU) No 1144/2014;

(b) representative of the sector or product concerned by the proposal complying with conditions set out in Articles 1(1) or 1(2) of Commission Delegated Regulation (EU) No 2015/1829 of 23 April 2015 supplementing Regulation (EU) No 1144/2014 of the European Parliament and of the Council on information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries<sup>4</sup>.

Applicants who already receive Union financing for the same information provision and promotion measures shall not be eligible for Union financing for those measures under Regulation (EU) No 1144/2014.

Moreover:

(a) proposals can only cover products and schemes listed in Article 5 of Regulation (EU) No 1144/2014;

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<sup>4</sup> OJ L 266, 13.10.2015

(b) proposals shall ensure that measures are implemented through implementing bodies as referred to in Article 13 of Regulation (EU) No 1144/2014. Proposing organisations must select bodies responsible for implementing programmes ensuring best value for money (see Article 2 of the Delegated Regulation (EU) 2015/1829) The proposing organisation shall undertake that the body responsible for the implementation of the programme shall be selected at the latest before the signature of the contract (see Article 10 of the Commission Implementing Regulation (EU) 2015/1831 of 7 October 2015 laying down rules for application of Regulation (EU) No 1144/2014 of the European Parliament and of the Council on information provision and promotion measures concerning agricultural products implemented in the internal market and in the third countries<sup>5</sup>);

(c) if a proposing organisation proposes to implement certain parts of the proposal itself, it shall ensure that the cost of the measure which it plans to carry out itself is not in excess of the normal market rates;

(d) proposals shall comply with Union law governing the products concerned and their marketing and with specific conditions when targeting internal market as described under Article 3(1) of the Delegated Regulation (EU) 2015/1829;

(e) if a message conveyed concerns information on the impact on health, proposals shall comply with the rules as referred to in Article 3(2) of Delegated Regulation (EU) 2015/1829;

(f) if the proposal proposes to mention origin or brands, it shall comply with the rules as referred to in Chapter II of the Implementing Regulation (EU) 2015/1831.

## **(2) Exclusion criteria**

The applicants are not in any of the situations of exclusion listed in Articles 106(1), 107, 108 and 109 of Regulation (EU) No 966/2012.

## **(3) Selection criteria**

Proposing organisations must have stable and sufficient sources of funding to maintain their activity throughout the period of implementation of the programme and to participate in its funding.

Proposing organisations must have the professional competencies and qualifications required to complete the programme. In cases where they propose to implement certain parts of the proposal, they shall have at least three years' experience in implementing information provision and promotion measures.

Those criteria will be further explained in the call for proposals.

## **(4) Award criteria**

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<sup>5</sup> OJ L 266, 13.10.2015

To be assessed against the award criteria, the proposals shall meet the eligibility, exclusion and selection criteria.

The following award criteria will be applied:

- (a) potential of the proposal to contribute to general and specific objectives of information provision and promotion measures and relevance of the content and objectives of the proposal to the priorities, objectives and expected results announced under each thematic priority above (20 points out of 100; threshold 14);
- (b) technical quality of the project (40 points out of 100; threshold 24);
- (c) management quality (10 points out of 100; threshold 6);
- (d) cost-effectiveness (30 points out of 100; threshold 18).

Financial contributions shall be awarded to the highest scoring proposals up to the available budget. A separate ranking list shall be established for each priority topic listed in Sections 1.2.1.1 and 1.2.1.2 of the annual work programme as set out in Annex I.

The following sub-criteria shall be taken into account in the assessment of each of the main award criteria:

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 relevant thematic priority;
- (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.

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.

Management quality

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

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.

If there are two (or more) proposals with the same number of points in the last place of the same ranked list, then the proposal(s) which allows for diversification in terms of products or targeted markets shall be retained. It means that between two *ex aequo* proposals, the Commission shall first select the one the content of which (firstly in terms of products, secondly in terms of targeted market) is not yet represented in the ranked list. If this criterion cannot be applied, then the Commission shall select first the programme which got the highest score for the criterion "Contribution to general and specific objectives of information provision and promotion measures".

#### **(5) Criteria for reallocation of foreseen amounts**

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 the following criteria:

- (a) the total of the remaining foreseen amount for three topics on the internal market shall be allocated to the projects targeting the internal market with the highest quality score, irrespective of the topic for which they have applied;
- (b) the same approach shall be taken for proposals targeting third countries;
- (c) if the foreseen amount is still not exhausted, the remaining amounts for both internal market and third countries shall be merged and assigned to projects with the highest quality score, irrespective of the priority and topic for which they have applied.

The order of the ranked lists will be strictly followed.

## ANNEX III

### Criteria for financial contribution to multi programmes

The Financial Regulation, Regulation (EU, Euratom) No 966/2012 and its Rules of application, Commission Delegated Regulation (EU) No 1268/2012 apply to for the evaluation of the multi programmes.

Proposals shall be evaluated on the basis of the 4 categories of criteria:

1. Eligibility criteria, to determine whether an applicant is allowed to participate in the call for proposal.
2. Exclusion criteria, to eliminate from participation in the procedure or award of grant.
3. Selection criteria, to assess the applicant's financial and operational capacity to complete a proposed action.
4. Award criteria, to assess the respect of the scope and quality of the proposal taking into account its costs.

#### **(1) Eligibility criteria**

Proposals for multi programmes can only be submitted by legal persons or entities which do not have a legal personality under the applicable national law, provided that their representatives have the capacity to undertake legal obligations on behalf of the entity and offer guarantees for the protection of the Union's financial Interests equivalent to those offered by legal persons as referred to in Article 131(2) of the Regulation (Euratom, EU) No 966/2012. Those legal persons shall be:

(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;

(b) representative of the sector or product concerned by the proposal complying with conditions set out in Articles 1.1 or 1.2 of the Delegated Regulation (EU) No 2015/1829.

Applicants who already receive Union financing for the same information provision and promotion measures shall not be eligible for Union financing for those measures under Regulation (EU) No 1144/2014.

Moreover:

(a) proposals can only cover products and schemes listed in Article 5 of Regulation (EU) No 1144/2014;

(b) proposals shall comply with Union law governing the products concerned and their marketing;

(c) proposals in the internal market covering one or more schemes as referred to in Article 5(4) of Regulation (EU) No 1144/2014, shall focus on the(se) scheme(s) in its main Union message. When in this programme, one or several products illustrate(s) the(se) scheme(s), it/they shall appear as a secondary message in relation to the main

Union message;

(d) if a message conveyed by a multi programme concerns information on the impact on health, this message shall:

- (i) in the internal market, comply with the Annex to Regulation (EC) No 1924/2006 of the European Parliament and of the Council<sup>6</sup>, or be accepted by the national authority responsible for public health in the Member State where the operations are carried out;
- (ii) in third countries, be accepted by the national authority responsible for public health in the country where the operations are carried out.

(e) if the proposal proposes to mention origin or brands, it shall comply with the rules as referred to in Chapter II of Implementing Regulation (EU) 2015/1831.

## **(2) Exclusion criteria**

The applicants are not in any of the situations of exclusion listed in Articles 106 (1), 107, 108 and 109 of the Regulation (Euratom, EU) N°966/2012.

## **(3) Selection criteria**

Proposing organisations must have stable and sufficient sources of funding to maintain their activity throughout the period of implementation of the programme and to participate in its funding.

Proposing organisations must have the professional competencies and qualifications required to complete the programme.

Those criteria will be further explained in the call for proposals.

## **(4) Award criteria**

To be assessed against the award criteria, the proposals shall meet the eligibility, exclusion and selection criteria.

The following award criteria will be applied:

- (a) 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 the thematic priority 3 above (20 points out of 100; threshold 14);
- (b) technical quality of the project (40 points out of 100; threshold 24);
- (c) management quality (10 points out of 100; threshold 6);
- (d) cost-effectiveness (30 points out of 100; threshold 18).

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<sup>6</sup> Regulation (EC) No 1924/2006 of the European Parliament and of the Council of 20 December 2006 on nutrition and health claims made on foods (OJ L 404, 30.12.2006, p. 9).

Financial contributions shall be awarded to the highest scoring proposals up to the available budget.

The following sub-criteria shall be taken into account in the assessment of each of the main award criteria:

Contribution to general and specific objectives of information provision and promotion measures:

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

Technical quality of the project:

- (a) quality of the analysis (description of target markets, challenges for competitors from the Union, 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.

Management quality:

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

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.

If there are two or more proposals with the same number of points in the last place of the ranked list, then the proposal(s) which allows for diversification in terms of products or targeted markets shall be retained. It means that between two *ex aequo* proposals, the Commission shall first select the one the content of which (firstly in terms of products, secondly in terms of targeted market) is not yet represented in the ranked list. If this criterion

cannot be applied, then the Commission shall select first the programme which got the highest score for the criterion "Contribution to general and specific objectives of information provision and promotion measures".