



Information Measures relating to the Common Agricultural Policy Programme (IMCAP)

Call for proposals

Support for information measures
relating to the Common Agricultural Policy for 2020

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EUROPEAN COMMISSION
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IMCAP
Support for information measures relating to the Common
Agricultural Policy for 2020

IMCAP-2020

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0. Introduction

This is an EU call for grants in the field of Agriculture and Rural Development policy under the **Information Measures Relating to the Common Agricultural Policy Programme**.

We invite you to read the call documentation carefully, i.e. this **call for proposals** and the **Guide for applicants**. These documents provide clarifications and answers to questions you may have when preparing your application:

- The call for proposals outlines the:
 - objectives, themes and priorities, types of activities that can be financed and the expected results
 - timetable and available budget
 - eligibility, exclusion, selection and award criteria
 - evaluation procedure.
- The Guide for applicants outlines the:
 - procedures to register and submit proposals online via the [EU Funding & Tenders Portal](#) ('Portal')
 - recommendations for the preparation of the proposal
 - explanation on the application form (Proposal Template (Part A and B)), which describes the project
 - overview of the cost eligibility criteria.

1. Background

The Common Agricultural Policy (CAP) is one of the EU's most important policies. It is a partnership between agriculture and society and between Europe and its farmers. It is a common policy for all the countries and citizens of the EU and benefits them in various ways.

It supports farmers and improves agricultural production, maintains rural areas and landscapes, keeps the rural economy alive and helps tackle climate change and the sustainable management of natural resources.

The Information Measures Relating to the Common Agricultural Policy Programme supports the CAP by funding measures that inform about it.

2. Objectives – Themes & priorities – Target public

Objectives

The general objective of the call is to fund projects which promote the European Common Agricultural Policy (CAP).

Themes

The proposals for information measures should illustrate how the CAP contributes towards the delivery of the Commission's political priorities.

The proposals submitted should provide coherent, objective and comprehensive information, both inside and outside the Union, in order to give an accurate overall picture of the CAP.

The focus should be on showing the benefits of the CAP to Europe, European farmers and European citizens and addressing misperceptions and disinformation about European agriculture and the CAP – using facts and backed up with data with a view to raising public awareness on the relevance of EU support to agriculture and rural development through the CAP.

Projects should show the role of farming in society and promote understanding of the enormous contribution which the EU agri-food sector provides to the wider EU economy.

The proposals should also address the sustainability of agriculture, focusing on the economic, environmental and social dimensions of the CAP.

Target public

The target public for the themes is the general public (in particular young people in urban areas) and/or farmers and other parties active in rural areas.

More specifically:

- For school children, teachers and university students: novel approaches should be used to engage with young people and raise their awareness of the CAP and the contribution that it makes in many areas such as the climate change challenge, food, healthy and high quality eating as a lifestyle choice, in relation also with the EU School Scheme for Milk, Fruit and Vegetables¹ and Tartu Call².
- For stakeholders: stakeholders should be more aware of the contribution that the CAP makes to the support of sustainability of agriculture.

3. Timetable & available budget

Timetable

Timing (planned)	
Publication:	30/10/2019
Opening for submission:	30/10/2019
Deadline for submission:	21/01/2020 – 17:00 CET
Evaluation:	03/02/2020 to 20/03/2020
Information on evaluation result:	April 2020
Grant agreement signature:	June 2020
Starting date:	June/July 2020

Budget

The total available call budget is **EUR 4 000 000**.

¹ Regulation (EU) 2016/791 of the European Parliament and of the Council of 11 May 2016 amending Regulations (EU) No 1308/2013 and (EU) No 1306/2013 as regards the aid scheme for the supply of fruit and vegetables, bananas and milk in educational establishments.

² The Tartu Call is designed to promote and support healthier lifestyles for European citizens of all ages. With a special emphasis on the young generation: Children who learn healthy habits are more likely to maintain them in later life.

Project budgets are expected to range between EUR 75 000 and EUR 500 000.

The availability of the call budget still depends on the adoption of the budget 2020 by the budgetary authority.

We reserve the right not to award all available funds, depending on the applications received and the evaluation results.

4. Admissibility conditions

Admissibility

Applications must be submitted before the call deadline (*see timetable section 3*).

Applications must be submitted electronically via the Portal Electronic Submission System (accessible via the Call Topic page in the [Search Funding & Tenders](#) section). Paper submissions are no longer possible.

Applications (including annexes and supporting documents) must be submitted using the forms provided inside the Electronic Submission System (not the documents available on the Call Topic page — they are only for information).

Your application must be readable, accessible and printable and contain all the requested information and all required annexes and supporting documents (*see section 10*).

5. Eligibility conditions

Participants

The actions supported under this call are mono-beneficiary actions. This means that there is one legal entity applying for a grant.

The applicants must be legal entities established in an **EU Member State** (including overseas countries and territories (OCTs)).

Entities which do not have legal personality under the applicable national law may participate, provided that their representatives have the capacity to undertake legal obligations on their behalf, and offer guarantees for the protection of the EU financial interests equivalent to that offered by legal persons.

Natural persons are not eligible.

To prove eligibility, all applicants must register in the [Participant Register](#) — before the call deadline — and will be requested to upload the necessary documents showing legal status and origin later on.

Linked third parties (affiliated entities³) are allowed.

Entities composed of members may participate as 'sole beneficiaries' or 'beneficiaries without legal personality'⁴. If the action is in practice implemented by the members, they should however also participate (as linked third parties, otherwise their costs will not be eligible).

For UK applicants: Please note that until the United Kingdom leaves the EU, nothing changes with regard to the participation in EU programmes. Please be aware however that the eligibility criteria must be complied with for the *entire* duration of our grant. If the United Kingdom withdraws from the EU during that period (without an agreement ensuring eligibility for UK beneficiaries), you will cease to receive EU funding or be required to leave the project on the basis of the contractual provisions on termination.

³ See Article 187 EU Financial Regulation 2018/1046.

⁴ For the definitions, see Articles 187(2) and 197(2)(c) EU Financial Regulation [2018/1046](#).

Activities

Eligible activities are the ones set out in section 2 above.

The information measures should include one or several activities such as:

- production and distribution of multimedia or audiovisual material
- web and social media campaigns
- media events
- conferences, seminars, workshops and studies on CAP-related issues.

The following activities are not eligible:

- measures required by law
- general or statutory meetings
- financial support to third parties.

Geographical scope

The information measures must be implemented:

- in an EU Member State (multi-regional or national level), or
- in two or more Member States (EU level).

Duration

Projects may not be longer than **12 months**.

6. Award criteria

Admissible and eligible applications will be evaluated and ranked against of the following award criteria:

1. Relevance: the ex-ante analysis of the needs and the specific, measurable, attainable and relevant objective and its innovative character. (25 points; minimum required 12,5 points)
2. Effectiveness: themes, messages and target public, detailed programme, timetable and ex-post evaluation methodology. (25 points; minimum required 12,5 points)
3. Efficiency: the cost-effectiveness in terms of the proposed resources. (25 points; minimum required 12,5 points)
4. Quality of the project management: the quality of the procedures, the allocation of tasks in view of implementing the various activities of the proposed measure. (25 points; minimum required 12, 5 points)

Award criteria	Minimum pass score*	Maximum score
Relevance	12,5	25
Effectiveness	12,5	25
Efficiency	12,5	25
Quality of the project management	12,5	25
Overall (pass) scores	60	100

A maximum of 100 points will be awarded for the quality of the proposal. The required minimum overall score is 60 points and a minimum score of 50% is required for each criterion.

Applications that pass the individual threshold AND the overall threshold will be considered for funding — within the limits of the available call budget.

Other applications will be rejected.

The evaluation procedure is explained further in section 8.

7. Other conditions

Financial capacity

Applicants must have stable and sufficient resources to successfully implement the project and contribute their share. Organisations participating in several projects must have sufficient capacity to implement several projects. The financial capacity check will be done on the basis of the documents you will be requested to upload in the [Participant Register](#) (profit and loss account and balance sheet for the last two closed financial years, or for newly created entities possibly the business plan; for applicants requesting more than EUR 750 000: audit report produced by an approved external auditor, certifying the accounts for the last closed financial year).

If needed, it may also be done for linked third parties.

The analysis will take into account elements such as dependency on EU funding and deficit and revenue in previous years.

It will normally be done for all applicants, except:

- public bodies (entities established as public body under national law, including local, regional or national authorities) or international organisations
- if the individual requested grant amount is not more than EUR 60 000 (low-value grant).

If needed, it may also be done for linked third parties.

If we consider that your financial capacity is not satisfactory, we may request further information and if found unsatisfactory, reject the entire application.

 For more information, see [Rules on Legal Entity Validation, LEAR Appointment and Financial Capacity Assessment](#).

Operational capacity

Applicants must have the know-how and qualifications to successfully implement the project (including sufficient experience in EU/trans-national projects of comparable size).

This capacity will be assessed on the basis of the experience of the applicants and their staff.

Applicant will have to show this via the following information in the Proposal Template (Part B):

- general profiles (qualifications and experiences) of the staff responsible for managing and implementing the project
- the organisation’s activity reports of last year
- a list of EU funded actions/projects for the last 4 years.

Additional supporting documents may be requested, if needed to confirm the operational capacity of any applicant.

Public bodies, Member States organisations and international organisations are exempted from the operational capacity check.

Exclusion⁵

Applicants that are subject to an EU administrative sanction (i.e. exclusion or financial penalty decision)⁶ or in one of the following situations⁷ are excluded from receiving EU grants and can therefore not participate:

- bankruptcy, winding up, affairs administered by the courts, arrangement with creditors, suspended business activities or other similar procedures (including procedures for persons with unlimited liability for the applicant’s debts)
- in breach of social security or tax obligations (including if done by persons with unlimited liability for the applicant’s debts)
- guilty of grave professional misconduct⁸ (including if done by persons having powers of representation, decision-making or control, beneficial owners or natural persons who are essential for the award/implementation of the grant)
- committed fraud, corruption, links to a criminal organisation, money laundering, terrorism-related crimes (including terrorism financing), child labour or human trafficking (including if done by persons having powers of representation, decision-making or control, beneficial owners or natural persons who are essential for the award/implementation of the grant)
- shown significant deficiencies in complying with main obligations under an EU procurement contract, grant agreement or grant decision (including if done by persons having powers of representation, decision-making or control, beneficial owners or natural persons who are essential for the award/implementation of the grant)
- guilty of irregularities within the meaning of Article 1(2) of Regulation No [2988/95](#) (including if done by persons having powers of representation,

⁵ See Article 136(1) of EU Financial Regulation 2018/1046.

⁶ See Article 136(1) EU Financial Regulation [2018/1046](#).

⁷ See Articles 136(1) and 141(1) EU Financial Regulation [2018/1046](#).

⁸ Professional misconduct includes: violation of ethical standards of the profession, wrongful conduct with impact on professional credibility, false declarations/misrepresentation of information, participation in a cartel or other agreement distorting competition, violation of IPR, attempting to influence decision-making processes or obtain confidential information from public authorities to gain advantage.

decision-making or control, beneficial owners or natural persons who are essential for the award/implementation of the grant)

- created under a different jurisdiction with the intent to circumvent fiscal, social or other legal obligations in the country of origin or created another entity with this purpose (including if done by persons having powers of representation, decision-making or control, beneficial owners or natural persons who are essential for the award/implementation of the grant).

Applicants will also be refused if it turns out during the grant award procedure that they⁹:

- misrepresented information required as a condition for participating in the grant award procedure or failed to supply that information
- were previously involved in the preparation of grant award documents where this entails a distortion of competition that cannot be remedied otherwise (conflict of interest).

⁹ See Article 141(1) EU Financial Regulation [2018/1046](#).

 **IMPORTANT**

- **Linked third parties** — Applicants may participate with linked third parties (i.e. affiliated entities) that receive funding. Linked third parties must comply with all the conditions set out in this call (just like applicants), but they do not sign the grant agreement and do not count towards the minimum eligibility criteria for consortium composition.
- **Subcontractors** — Subcontracting is allowed, but subject to strict limits (see *section 9*).
- **Registration** — All applicants must register in the [Participant Register](#) — before the call deadline — and upload the necessary documents showing legal status and origin. Linked third parties can register later (during grant preparation).
- **Completed/ongoing projects** — Applications for projects that have already been completed will be rejected; applications for projects that have already started will be assessed on a case-by-case basis (in this case, no costs can be reimbursed for activities that took place before proposal submission).
- **Balanced budget** — Applicants must ensure a balanced budget and sufficient other resources to implement the project successfully (*e.g. own contributions, income generated by the action, financial contributions from third parties*). You may be requested to lower your estimated costs, if they are ineligible (including excessive).
- **No-profit rule** — Grants may NOT give a profit (i.e. surplus of receipts + EU grant over costs). This will be checked by us at the end of the projects.
- **No double funding** — Any given action may receive only one grant from the EU budget. The project must therefore NOT receive any financial support under any other EU funding programme (including EU funding managed by authorities in EU Member States or other funding bodies, *e.g. Regional Funds, Agricultural Funds, EIB loans, etc.*). Cost items may NOT be declared twice under different EU actions.
- **Combination with EU operating grants** — Combination with EU operating grants is possible if the project remains outside the operating grant work programme and you make sure that cost items are clearly separated in your accounting and NOT declared twice. See *the Guide for applicants for the detailed cost eligibility conditions for indirect costs*.
- **Multiple applications** — You may NOT submit more than one application for this call. If you do, only one application will be accepted and evaluated (the applicants will be asked to withdraw one of them or it will be rejected).
- **Language** — You can submit your proposal in any official EU language. However, for reasons of efficiency, we strongly advise you to use English. If you need the call documents in another official EU language, please submit a request within 10 days after call publication (for the contact information, see *section 10*).
- Applications that do not comply with all the call conditions will be **rejected**.

8. Evaluation & award procedure

This call is subject to the standard submission and evaluation procedure (one-stage submission + one-step evaluation).

Applications will be checked by us for formal requirements (admissibility and eligibility) and will be evaluated by an evaluation committee against the operational capacity and award criteria and then listed in a ranked list according to their quality score.

Unsuccessful applications will be informed about their evaluation result (*see timetable section 3*).

Successful applications will be invited for grant preparation.



IMPORTANT

- **No commitment for funding** — Invitation to grant preparation does NOT constitute a formal commitment for funding. We will still need to make various legal checks before grant award: legal entity validation, financial capacity, exclusion check etc.
- Grant preparation will involve a **dialogue** in order to fine-tune technical or financial aspects of the project and may require extra information from your side. It may also include adjustments to the proposal to address recommendations of the evaluation committee or other concerns. Compliance will be a pre-condition for receiving the grant.

9. Legal & financial set-up of the grants

If your project is selected for funding, you will be asked to sign a grant agreement (available on [Portal Reference Documents](#)).

This grant agreement will set the framework for your grant and its terms and conditions, in particular provisions on deliverables, reporting and payments.

Starting date & project duration

The project starting date and duration will be fixed in your grant agreement (art. 3 GA). Normally the starting date will be after grant signature. Retroactive application can be granted exceptionally for duly justified reasons — but never earlier than the proposal submission date.

Project duration: **12 months.**

Maximum grant amount, reimbursement of eligible costs & funding rate

All grant parameters (maximum grant amount, funding rate, total eligible costs etc.) will be fixed in your grant agreement (art. 5).

Project budget: between EUR 75 000 and EUR 500 000 per proposal (see section 3 above). The grant awarded may be lower than the amount requested.

The grant will be a reimbursement of actual costs. This means that it will reimburse **ONLY** certain types of costs (eligible costs) and **ONLY** those costs you *actually* incurred for your project (NOT the *budgeted* costs).

The costs will be reimbursed at the funding rate fixed in the grant agreement (60%).

EU grants may NOT produce a profit. If there is a profit (i.e. surplus of receipts + EU grant over costs), we will deduct it from your final grant amount.

The final grant amount you will receive will therefore depend on a variety of criteria (*actual costs incurred and project income; eligibility; compliance with all the rules under the grant agreement, etc*).

Cost eligibility rules

For the cost eligibility rules, see the model grant agreement (art. 6) and the Guide for applicants.

Special cost eligibility rules for this call:

- 7% fixed flat-rate for indirect costs
- depreciation costs for equipment
- project activities must take place in one of the eligible countries
- financial support to third parties is not allowed
- subcontracting of action tasks is subject to special rules and must be approved by us (either as part of your proposal or in the final report)
- in-kind contributions against payment are allowed (in-kind contributions for free are not prohibited, but they are cost-neutral, i.e. cannot be declared as cost and will not be counted as receipts)
- VAT —please note that there are new rules in place since 2013 for public entities (VAT paid by beneficiaries that are public bodies acting as public authority is NOT eligible)
- costs for the introductory meeting (*see section 10*) will be eligible as travel costs (2 persons, return ticket to Brussels, accommodation for one night) — if the meeting takes place after the project starting date set out in the grant agreement.

Reporting & payment arrangements

The reporting and payment arrangements will be fixed in the grant agreement (art. 15 and 16).

There will be no pre-financing and no interim payments.

At the end of the project, you will be invited to submit a report and we will calculate your final grant amount.

Deliverables

Standard deliverables will be listed in the grant agreement (art. 14). The project-specific deliverables will be listed in Annex 1 GA.

Standard deliverables for this call: none

Pre-financing guarantee

Not applicable

Special provisions

Intellectual Property Rights (IPR) rules: see model grant agreement (art. 19)

Promotion & visibility of EU funding: see model grant agreement (art. 22)

Cost rejection, grant reduction, recovery, suspension & termination

The grant agreement (chapter 6) provides for the measures we may take in case of

breach of contract (and other violations of law).

Liability regime for recoveries

Not applicable (mono-beneficiary action).

10. How to submit an application?

All applications must be submitted electronically via the Portal Electronic Submission System (accessible via the Call Topic page in the [Search Funding & Tenders](#) section). Paper submissions are no longer possible.

The application will have 3 parts:

- **Part A** (to be filled in directly online) — contains administrative information about the applicant organisations and the summarised budget for the proposal
- **Part B** (to be filled out as word template and uploaded as PDF file) — contains the description of the action which covers the technical content of the proposal
- Annexes & supporting documents (to be uploaded as PDF files).

Mandatory **annexes & supporting documents** (directly available in the Submission System) for this call:

- detailed budget table
- CVs of core project team
- activity report of last year

The **submission process** is explained in the [Online Manual](#) (together with detailed instructions for the IT tool).

Contact

For questions on the Portal Submission System, please contact the [IT Helpdesk](#).

Non-IT related questions should be sent to the following email address: agri-grants@ec.europa.eu.

Please indicate clearly the reference of the call for proposal and the topic to which your question relates (*see Call document cover page*).

 **IMPORTANT**

- **Consult** the Portal Call Topic page regularly. We will use it to publish updates and additional information on the call (call updates).
- **Don't wait** until the end.

Questions received later than 7 days before the call deadline cannot be answered.

We strongly advise you to complete your proposal sufficiently in advance of the deadline, to avoid any last minute technical problems. Any problems due to last minute submissions (*e.g. congestion, etc.*) will be at your risk. The call deadline will NOT be extended.

- Before submitting a proposal, all applicants must be **registered** in the [Participant Register](#) and obtain a participant identification code (PIC) (one for each applicant).
- By submitting their proposal, all applicants **accept**:
 - the terms and conditions of this call (as described in this Call document and the documents it refers to)
 - to use the electronic exchange system in accordance with the [Portal Terms & Conditions](#).
- After the call deadline, the proposal is locked and can no longer be changed.
- You may be contacted later on if there is a need to **clarify** certain aspects of your **proposal** or for the correction of clerical mistakes.
- You may be asked to submit **additional documents** later on (*e.g. for the legal entity validation, LEAR appointment and financial capacity check*).
- We intend to organise an **introductory meeting** for successful applicants to discuss project management, administrative and financial aspects and reporting obligations. Participation by the persons in charge of project coordination and financial matters is mandatory.
- We are committed to **transparency**. Each year, information about EU grants awarded is published on the [Europa website](#). This includes:
 - the beneficiaries' names
 - the beneficiaries' addresses
 - the purpose for which the grant was awarded
 - the maximum amount awarded.

The publication can exceptionally be waived (on reasoned and duly substantiated request), if there is a risk that the disclosure could jeopardise the rights and freedoms under the EU Charter of Fundamental Rights or harm your commercial interests.

- **Data privacy** — The submission of an application under this call involves the collection, use and processing of personal data (such as name, address and CV). This data will be processed in accordance with Regulation [2018/1725](#). It will be processed solely for the purpose of evaluating your proposal (and subsequent management of your grant and, if needed, programme monitoring, evaluation and communication). Details are explained in the [Portal Privacy Statement](#).
- **Cancellation** — There may be circumstances which may require the cancellation of the call. In this case, you will be informed via a call update. Please note that cancellations are without entitlement to compensation.