Promotion of agricultural products

Guide for applicants

AGRI-SIMPLE-2020-CRISIS

Version 1.0
30 June 2020

Disclaimer
This document is aimed at informing potential applicants for co-financing of information and promotion measures concerning agricultural products. It serves only as an example. The actual Web forms and templates provided in the online proposal submission system on the Funding and Tenders Portal might differ from this example. Proposals must be prepared and submitted via the Electronic Submission System of the Participant Portal.

History of changes

Version	Date	Change	Page
1.0	30.06.2020	▪ Initial version	

PREFACE

This Guide is designed to assist you in preparing and submitting the proposal and answer questions you may have in this process.

In case of further questions, the following options are also available:

- Information on how to register or related enquiries: consult the Funding and Tenders Portal at:

  https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/home

- IT helpdesk: requests must be submitted via the Research Enquiry Service at: https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/support/support

- For non-IT related questions: the Chafea Helpdesk is available via email: CHAFEA-AGRI-CALLS@ec.europa.eu. Questions should be sent by 13/08/2020 at 17:00 CET (Central European Time). Answers will be published in batches on https://ec.europa.eu/chafea/agri/faq.html by 20/08/2020 17:00 CET (Central European Time) at the latest.

Please contact the Chafea Helpdesk only after having tried to find the information in the documentation that is provided to you.

Should you have any suggestions or comments on how to improve this Guide, please send an email to the Helpdesk at CHAFEA-AGRI-CALLS@ec.europa.eu.

TABLE OF CONTENTS

GLOSSARY

The **Annual Work Programme** sets the annual strategic priorities of the promotion regime and is adopted by the European Commission in line with Art. 8 of Reg. (EU) 1144/2014 (Basis Act of the European Parliament and of the Council of 22 October 2014).

The **Consumers, Health, Agriculture and Food Executive Agency (Chafea)** manages the technical and financial implementation of Promotion of Agricultural Products, the EU Health Programme, the Consumer Programme and the Better Training for Safer Food initiative.

A (**co-**)**beneficiary** is an organisation that receives EU co-financing following a successful application for one of the EU co-financed programmes and the signature of the related grant agreement. During the application process, reference is made to **applicant**(s) and/or **participants**. The term **proposing organisation** is also used for both applicants and beneficiaries, depending on the stage of the procedure.

Proposals for **simple programmes** may be submitted by one or several proposing organisations from the same Member State.

An individual **programme/proposal** is referred to as an **action**. It comprises a coherent set of **activities**.

In case of simple programmes, a **contract** is signed between the Competent National Authorities and the beneficiary/ies, called **grant agreement**.

When several beneficiaries/applicants are involved in an action, a **consortium agreement** has to be signed between them to complement the grant agreement and must not contain any provision contrary to the grant agreement.

Pre-financing, as indicated in the grant agreement, is equivalent to **advanced payment** as stated in the legislative texts.

An **implementing body** is a body entrusted with implementing the programme's activities and has a role of **subcontractor**.

The Funding and Tenders Portal is the website hosting the information about financing for Horizon 2020 programmes as well as other Union programmes, including Promotion actions of Agricultural Products.

The EU Login is the European Commission's Authentication Service. It is the system for logging on to a whole range of websites and online services run by the Commission.

The Beneficiary Register is the European Commission's online register of the beneficiaries participating in Promotion of Agricultural Products and other European Union programmes.

The Participant Identification Code (PIC number) is a 9-digit code received upon completing the registration of the entity online.

Competent National Authority is the responsible service designated by the government of the Member State for managing the implementation of simple programmes.

1. SUBMISSION OF PROPOSALS

The Calls for proposals for information and promotion measures will benefit from the use of the Electronic Submission System originally developed for the Horizon 2020 Research programmes.

Submitting an application is only possible online via the Electronic Submission Service of the Funding and Tenders Portal and before the call deadline.

The link to the Electronic Submission System can be found at: https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/programmes/agrip

For questions on the online submission tools (such as forgotten passwords, access rights and roles, technical aspects of submission of proposals, etc.), **contact the IT helpdesk set-up for this purpose via the Funding and Tenders Portal website:**

https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/support/helpdesks/contact-form

Note that minimum technical requirements are needed for using the online submission system. These are described at: https://webgate.ec.europa.eu/fpfis/wikis/display/ECResearchGMS/Minimum+Technical+Requirements (accessible with your EU Login account, see chapter 1.2.1).

1.1. KEY DOCUMENTS

Prior to taking the decision of submitting a proposal and filling in the different application forms, please verify whether your organisation, the products promoted and the action itself comply with the eligibility criteria. You should also check whether your planned activities and the target countries are in line with the priorities listed in the call for proposals.

For this reason, the very first step is to go through the relevant documentation in detail, namely:

- 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.
- Commission Delegated Regulation (EU) 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.
- 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.

- The relevant annual Commission Implementing Decision on the adoption of the work programme for the year in question in the framework of information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries.
- Call for proposals for simple programmes.

In case of further questions, the following options are also at your disposal:

- The synoptic presentation and the Frequently Asked Questions (FAQ) on the Promotion Policy, both available at: https://ec.europa.eu/chafea/agri/funding-opportunities/legal-framework
- The Frequently Asked Questions (FAQ) on the call and submission of proposals, available at: http://ec.europa.eu/chafea/agri/faq.html
- The Model Grant Agreements for simple programmes (mono-beneficiary or multi-beneficiary version)
- Competent National Authorities: applicants preparing simple programmes can contact their Member State Competent Authorities for further information regarding the legal base, model of grant agreement as well as action implementation. The list of Competent National Authorities is provided at https://ec.europa.eu/chafea/agri/funding-opportunities/simple-and-multi-programmes
- Applicants can check whether their organisation is likely to be eligible with the online eligibility checker:

  https://ec.europa.eu/chafea/agri/funding-opportunities/eligibility/check-tool

The following webinars designed to help you improve the technical quality of the proposals are available at https://ec.europa.eu/chafea/agri/newsroom-and-events/webinars:

- Identifying your products' competitive advantage
- How to draft a communication strategy
- How to set campaign objectives, impact indicators and measure results
- Visuals in co-funded proposals (covering also campaign messages)

1.2. PREPARATORY STEPS

1.2.1. Log in to the Funding and Tenders Portal using your EU Login Account

In order to use the Electronic Submission System, you first need to create a user account, the so-called EU Login account.

To do so, you simply need to access the Funding and Tenders Portal here:

https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/how-to-participate/how-to-participate

If you do not have a user account for the Funding and Tenders Portal: you simply click on 'REGISTER' (in the upper right corner next to 'LOGIN') and register online.

If you already have a user account for the Funding and Tenders Portal: you can log in (click on 'LOGIN' in the upper right corner) and start entering the required information.

1.2.2. Register your organisation in the Beneficiary Register

The European Commission has an online register of the organisations participating in various EU programmes, called the Beneficiary Register. This allows consistent handling of different organisations' official data and prevents multiple requests of the same information.

With the EU Login account at hand, you can proceed to the next step, which is to register your organisation if not registered yet. You can check on the Beneficiary Register page if your organisation is already registered at:

https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/how-to-participate/beneficiary-register

If you do not find your organisation there, and only in this case, you should start the registration process by clicking on 'Register your organisation'.

To complete this registration process, you will need to provide information about your entity's legal status. Please only provide information requested in sections "Organisation data", "Legal address" and "Contact information". Other sections are not relevant for simple programmes.

You do not need to complete the registration process in a single session. You can enter some information, save it and continue later on the My Organisation(s) page of the "My Area" section.

Once your registration is finalised, you will receive a **9-digit Participant Identification Code (PIC number)**. You will need the PIC numbers of the coordinator and of all other beneficiaries (but not for subcontractors) in order to proceed with completing the application.

The person who registers the organisation, called 'self-registrant', can submit updates and corrections on the My Organisation(s) page of the My Area section.

Please note that incomplete draft registrations are automatically deleted after one year.

1.3. CREATION OF PROPOSALS

Once you have selected a call and a topic, you can start creating your draft proposal. A step by step tutorial is available at the following link: https://webgate.ec.europa.eu/fpfis/wikis/display/ECResearchGMS/Step+3+Create+a+Draft+Proposal

Please note that you have the possibility to save your proposal and come back to it at a later stage. For instructions on how to do so, please use the following link:

https://webgate.ec.europa.eu/fpfis/wikis/display/ECResearchGMS/Step+5+Edit+and+Complete+Proposal

Your proposal will include the following:

- Part A Administrative information
- Part B Technical content
- Annexes

1.3.1. Languages' regime

Proposals may be submitted in any official language of the European Union. Nevertheless, when preparing their proposals, applicants should take into account that contracts will be managed by the Member States. Consequently, applicants are encouraged to submit their proposal in the language(s) of the Member State of origin of the proposing organisation(s) unless if the Member State concerned has indicated its agreement to sign the contract in English[1].

As the Electronic Submission System supports only forms in English, a translation of all application forms is annexed to this Guide (Annexes I and II) and can serve as reference when encoding your data in the online application forms.

Specific requirements are also indicated where relevant under chapter 1.3.7 of the present guide.

To facilitate the review of proposals by independent experts who provide technical input to the evaluation, an English translation of the entire technical part (Part B) should preferably accompany the proposal, if it is written in another EU official language.

English translations should be of good quality to avoid discrepancies with the original version.

1.3.2. General guidance before drafting your proposal

The call for proposals is expected to be highly competitive. A weak element in an otherwise good proposal may lead to a lower overall score, resulting in the proposal not being recommended for EU funding.

With this in mind, we advise you to reflect on the following aspects before embarking in the drafting of a proposal:

- Relevance: check whether your proposal fits this call for proposals and addresses the specific topic you have chosen. Proposals falling out of scope of the call for proposals will be declared ineligible. Proposals that weakly address the call or the specific topic may be rejected as they may not reach the threshold level for the relevant award criterion.

---

[1] Information available at https://ec.europa.eu/chafea/agri/sites/chafea/files/competent-national-authorities-simple-programmes-v2_en.pdf

- Completeness: check that your intended proposal includes all relevant information and covers all aspects described in the award criteria, proposal template and this guide, as it will be evaluated only on the basis of the submitted content. Follow closely the format of the template of Part B and ensure that all the requested information is uploaded. Do not forget that quantity does not mean quality: good proposals are clearly drafted and are easy to understand and follow; they are precise, concise and focus on substance. Bear in mind that there is a page limit for Part B of your proposal (see chapter 1.3.6 for full details) and that any text after this limit will be watermarked and evaluators will not take those pages into consideration.
- Orientation towards results and impact: good proposals should clearly show the results that will be achieved as well as include a sound and credible evaluation study – to be undertaken by an independent external body – not only focusing on process evaluation, but looking in particular at impact, as described in the additional information on award criteria (Annex VII).

Note that proposals will be evaluated based on the information provided at the stage of the submission (also refer to chapter 2).

1.3.3. Role and responsibility of different entities

Multiple entities can be involved in the implementation of an action and each of them has a different role and responsibility:

- The coordinator is notably the entity responsible for the following tasks:
  - Submit the proposal on behalf of all the proposing organisations involved.
  - Monitor that the action is implemented properly.
  - Act as the intermediary for all communications between the beneficiaries and the Competent National Authority, unless specified otherwise.
  - Request from the co-applicants/co-beneficiaries and review any documents or information required by the Competent National Authority and verify their completeness and correctness before passing them on.
  - Submit the deliverables and reports during the action implementation to the Competent National Authority.
  - Ensure that all payments are made to co-beneficiaries in due time.
  - Inform the Competent National Authority of the amounts paid to each co-beneficiary, when required.

Note that the coordinator may not delegate the above-mentioned tasks to any other co-beneficiary or subcontract them to any third party.

- Other beneficiaries/applicants are notably responsible for the following tasks:
  - Keep information stored in the Funding and Tenders Portal - Beneficiary Register (in the electronic exchange system) up to date;
  - Inform the coordinator immediately of any events or circumstances likely to affect significantly or delay the implementation of the action;

- Submit to the coordinator in good time:
  - Individual financial statements and, if required, certificates on the financial statements;
  - The data needed to draw up the reports;
  - Any other document(s) or information required by the National Competent Authority, the Agency or the Commission, unless it requires the beneficiary to submit this information directly to the National Competent Authority, the Agency or the Commission.

In addition, when several beneficiaries/applicants are involved in an action, a **consortium agreement** has to be signed to complement the grant agreement. This agreement can take various forms, but a standard written agreement is the most common one. For guidance on consortium agreements, you may consult the Online Manual and the Guidance — How to draw up your consortium agreement, accessible at:

http://ec.europa.eu/research/participants/data/ref/h2020/other/gm/h2020-guide-cons-a_en.pdf

The consortium agreement does not have to be submitted with the proposal, but has to be available by the time of signing the grant agreement.

- **Subcontractor(s)**
  - They are not parties to the grant agreement and do not have a contractual relationship with the Competent National Authorities.
  - Implementing bodies mentioned in Art. 13 of Regulation 1144/2014 are considered as subcontractors.
  - **The core tasks of the actions (i.e. the technical and financial coordination of the action and the management of the strategy) cannot be sub-contracted.**
  - They must be selected ensuring the best value for money or, if appropriate, the lowest price[2] as well as absence of conflict of interest. Applicants/Beneficiaries considered as "bodies governed by public law" should follow National legislation on public procurement that transposes Directive 2014/24/EU.
  - Subcontracts may be directly awarded to entities that have a structural link with the beneficiary (e.g. legal or capital link), but only if the price offered to the beneficiary is limited to the actual costs incurred by the entity providing the service (i.e. without any profit margin).

[2] Not applicable to implementing bodies

1.3.4. Select a call and topic

Note that access to the electronic submission system is only available after selecting a call and a topic.

Calls for proposals for promotion of agricultural products are available on the Funding and Tenders Portal at: https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/programmes/agrip

For a detailed description on how to do so, please see: https://webgate.ec.europa.eu/fpfis/wikis/display/ECResearchGMS/Steps+1+and+2+Logging+in+and+Selecting+a+Topic

1.3.5. Application form: Part A – Administrative information

Part A comprises fields of required information, checklists and declarations to be filled and must be completed directly via the online submission tool.

A template of Part A form can be found in Annex I along with specific instructions for each field to be completed.

The following instructions are relevant for applications submitted by several applicants with a coordinator involved. If it is not the case, reference to the coordinator shall apply to the single applicant.

Note that in order to complete Part A and in case of actions submitted by several applicants:

- **The coordinator is responsible for submitting the application.**
- **All other applicants (not subcontractors) must be registered in the Beneficiary Register and communicate their PICs to the coordinator.**
- **All other applicants must have performed a financial viability self-check via:** http://ec.europa.eu/research/participants/portal/desktop/en/organisations/lfv.html
- **The coordinator must have the action budget per applicant.**

Section 1: General information

In this section, you should provide the acronym, proposal title, duration, free keywords as well as an abstract of your proposal in English.

In the "Declarations" sub-section, there are also a number of self-declarations to be made by the coordinator by clicking the corresponding boxes. These declarations aim at confirming the respect of various criteria set within the legal framework.

If the proposal is retained for EU funding, applicants will be required to sign a declaration of honour on the exclusion criteria before the signature of the grant agreement.

The reason why you are requested to run a self-check on your financial capacity and tick the box is to warn you that, in the case your financial standing is weak, a detailed explanation on the financing sources necessary for the implementation of the action needs to be included under section 8 of Part B. Such a result should not discourage you from submitting your proposal.

Section 2: Administrative data on proposing organisation(s)

The coordinator will encode the PIC code of his/her organisation and of every other applicant (see chapter 1.2.2 of this guide). Part of the administrative data will be filled in automatically after encoding the PIC code.

Note that only organisations established in an EU Member State are eligible. In case several applicants jointly submit a simple proposal, all applicants should be established in the same Member State.

The coordinator will then have the possibility to give access to other contact persons from the other applicants selected in the previous step. When granting access rights to a contact person for a given proposal, the email address of the person (the one used for the EU Login account) serves as the main identifier. The coordinator will also be required to define the level of access rights for each contact person (full access or read-only rights).

Subsequently, the coordinator (or the person with the respective delegation) will be required to fill in the contact details for every applicant.

Section 3: Budget

Under this section, you must fill a budget overview table:

No	Participant	Country	(A) Direct personnel costs/€	(B) Direct costs of subcontracting	(C) Other direct costs	(D) Indirect costs (4% on A)	Total costs	Reimbursement rate (%)[1]	Maximum EU contribution	Requested Grant[2,3]	Income generated by the action
			(a)	(b)	(c)	(d) = 4% *(a)	(e) = (a)+(b)+(c) +(d)	(f)	(g) = (e)*(f)	(h)	(i)
1			0,00	0,00	0,00	0,00	0,00	80	0,00	0,00	0,00
Total			0,00	0,00	0,00	0,00	0,00		0,00	0,00	0,00

The white cells need to be filled in by the coordinator while the grey cells are automatically encoded or calculated by the system and the black cells cannot be filled in.

Each row of the budget table represents the total estimated expenditure for each applicant.

Eligible costs are:

- direct personnel cost (**column a**): only for personnel cost of the applicants;
- direct cost of subcontracting (**column b**): all invoices from the implementing body/ies as well as any other subcontractors; subcontracting costs generated by entities with a structural link with the beneficiary (contracts awarded without a profit margin – please refer to chapter 1.1.3 above) should also be included here;

- other direct costs (**column c**): costs that applicants incur and that are not linked to personnel or subcontracting costs, including costs for travel, audit certificate, pre-financing guarantee, equipment, and costs generated in order to acquire other goods and services;
- indirect costs (**column d**): these costs are calculated by the system.

Please refer to the Article 6 of the Model Grant Agreement (MGA) (available via the Participant Portal) for a detailed description of eligible costs. Costs need to be broken down in the individual budget analysis under Part B of the application, section 6.

Please make sure that the amount of each cost category and totals in Part A are equal to the corresponding amounts given in the individual budget analysis under Part B of the application and to the amounts calculated by filling in the Annex VI "Detailed budget table" (see chapter 1.3.7). In particular, pay attention not to add twice the indirect costs while working on Part B and Part A.

The maximum EU contribution in column (g) is calculated as the total costs (e) multiplied by the reimbursement rate (f). The latter is automatically filled in by the system, based on the Member State of the applicant(s). The call lists those Member States under financial assistance at the moment of its publication, for which a higher reimbursement rate applies.

Applicants must also estimate if there is any income of the action foreseen (e.g. sale of equipment used by an action, sale of publications, conference fees, etc.). Such amount should be given in column (i).

Please note that for reasons of simplification of the budget table, applicants' contribution does not need to be stated. Any amount in difference of total estimated eligible costs (e) minus the requested EU contribution (h) minus the income generated by the action (i) are implicitly considered as the "Applicant's contribution".

<u>Section 4: Information about the action</u>

The target countries of the proposal should be indicated in this section. In addition, if applicable, it should be mentioned which scheme is to be promoted and which product(s) will be used to illustrate it. Note that several products can be selected. Only products eligible according to Art. 5 of Regulation 1144/2014 can be subject of a promotion or information action or can be used to illustrate the scheme promoted.

Carefully select one or more target countries, schemes and products <u>eligible under the selected topic</u>. Eligible target countries, schemes and products of the respective topics can be found in the call.

1.3.6. <u>Application form: Part B - Technical content</u>

Part B concerns the technical content of the proposal. To facilitate its preparation, applicants should use the **standard template provided in Annex II** of this guide and follow the specific instructions given in this chapter.

NOTE: Pages shall be numbered.

It is compulsory to fill in all pre-defined sections and to address questions mentioned in the present document. This will enable the independent experts to make an effective assessment of the proposal against the award criteria (Annex VII of the present guide).

You can write your proposal in any word processing tool. However, once completed, the up-loading into the Electronic Submission System is only possible in **PDF format**.

Please note that there is a limited number of pages allowed for this part: filled in, Part B should have no more than 70 pages.

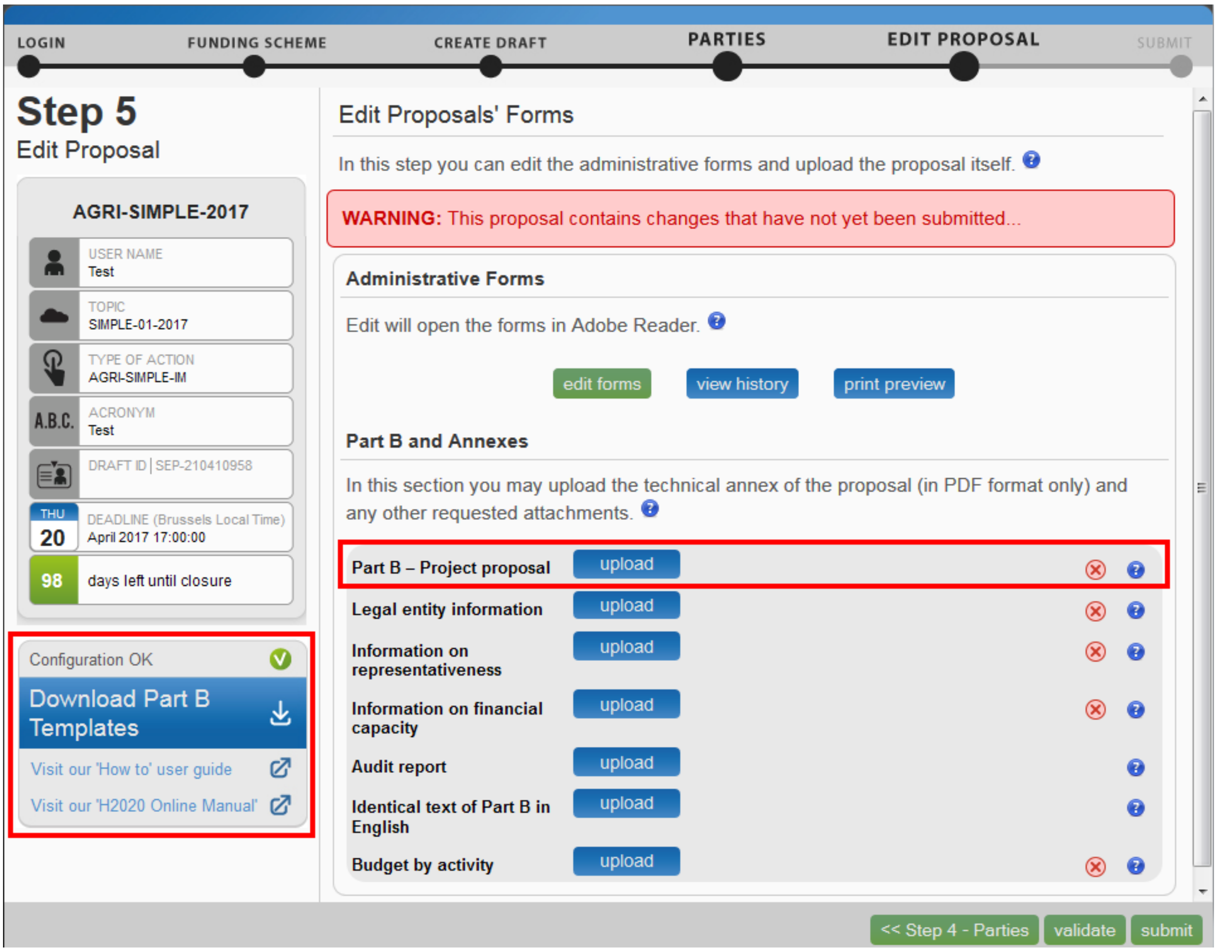
Hence, all tables need to be included within this limit. The minimum font size allowed is 11. The page size is A4, and all margins (top, bottom, left, right) should be at least 15 mm (not including footers or headers).

If you attempt to upload a proposal longer than the specified limit before the submission deadline, you will receive an automatic warning and will be advised to shorten and re-upload the proposal.

Excess pages will be overprinted with a ‘watermark’ and disregarded for the evaluation of your proposal.

After finalising your proposal, according to the instructions below and based on the template provided in Annex II, please convert it into a PDF and upload it into the Electronic Submission System as "Part B":

Example of screenshot. The view of the Submission system might be different.



Note that you can replace the proposal, which you already uploaded, as often as you wish before the deadline. Please be sure that the final version is uploaded by the deadline.

Part B should include the following sections:

<u>Section 1: Presentation of the proposing organisation(s)</u>

Briefly present your organisation(s), the product sector represented and its members, without repeating the information already given in Part A of the application form. Information on the structure of the sector, the number of companies, the turnover and data related to employment shall be included.

Please note that the information on your organisation's representativeness in your Member State for the product sector(s) concerned should be provided as an annex, using the template provided on the Funding and Tenders Portal. The filled in annex is to be uploaded separately under the respective heading (see also chapter 1.3.7 of this guide).

Section 2: Products/schemes and market analysis

Please indicate the products or schemes that will be promoted or informed upon by the action. If you are promoting products listed in Annex I to the Regulation 1144/2014, please indicate the CN code(s)[3] of the products. Make sure that the same products/schemes are indicated in the relevant section of the Part A.

The market analysis should be product- and market-oriented. It shall focus on the target country/ies and serves as a basis for the definition of action objectives and strategy. It should include information and assessment of macroeconomic indicators, market conjuncture and forecast, including recent sources of data.

Please provide the necessary information to describe the market and/or awareness situation in each of the market(s) targeted by your programme by replying to questions such as:

Supply:

- What are the production, sales and export figures (volume and value, market share) for the applicant organisations and its Member State for each of the target markets? Is the planned sales increase compatible with the capacity to increase production?
- What is the market structure in the targeted country/ies and how is your organisation positioned in this market?
- What is the market position of EU operators from the same product sector (volume and value exports, market share, etc.)?
- Who are their main competitors?
- What is their position in comparison to non-EU competitors?
- Which challenges do they face?
- What are their marketing strategies?
- Which are the competitive advantages of EU operators?
- Which are the competitive advantages of your proposing organisation?
- Explain the key differences (price, quality, etc.) that will make your product more competitive than other, already available products on the target market.
- What are the challenges on the logistics side?
- Describe the structure and functioning of distribution and retail channels: key retail chains, market share by distribution channel, importance of specialised trade and the catering/Horeca channel.
- **In case of third countries,** give details on import conditions, such as tariff and non-tariff barriers (e.g. sanitary or phyto-sanitary measures) and on any

[3] More information on CN codes can be found on the following webpage:

http://ec.europa.eu/taxation_customs/customs/customs_duties/tariff_aspects/combined_nomenclature/index_en.htm other restrictions (e.g. ban either transitory or not) either in force or foreseen during the implementation of the planned action.

Demand:

- Which are the characteristics, demography, socio-professional profiles, typology of the current consumers?
- What is the per capita consumption and the consumption trends on the medium term for the product category and specific products of the planned action?

If the action is about raising awareness:

- What is the current state of consumer awareness?
- What needs to be improved and what are the challenges?
- Among which segments is the awareness stronger/weaker?

In addition, provide a summary of the available reports on market research and/or consumer awareness for the targeted markets. If possible, refer to publicly available reports, including references to sources.

SWOT analysis:

Please provide a SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats) **per target country**.

A SWOT analysis is done by the organisation(s) to identify the **internal** strengths and weaknesses, as well as its **external** opportunities and threats.

Strengths and weaknesses shall be linked to the situation of the proposing organisation(s) and its proposed programme, while the opportunities and threats are correlated to factors in the target market's environment which are external to the proposing organisation(s).

Its purpose is to facilitate the definition of the strategy and the activities to achieve the objectives.

Additional information:

If other campaigns (EU co-financed or not) are under way or have been recently completed, please indicate:

a) the name, target markets, products and the duration of the similar action(s),
b) the results achieved, if they are known by the time when the proposal is submitted,
c) potential synergies and the added value of the proposed new programme.

If the action is a **continuation** of previous co-financed campaign/s, please clearly describe its/their impact and the reason for resubmission.

Section 3: Action objectives

Based on the previous section, specify the objectives of the action in a **SMART manner**, thus in terms of concrete and quantified targets.

Objectives should be:

- **Specific**: objectives must be precise and clear in order to be achievable;
- **Measurable**: it should be possible to measure the progress towards the achievement of the objectives based on a pre-defined set of quantifiable indicators;
- **Achievable**: objectives must be attainable with the resources allocated, and within the duration of the planned action;
- **Results-focused**: objectives should focus on outcomes, not on activities;

  Time-bound: objectives must have a clear time-frame, a deadline by which they are to be achieved.

The applicant(s) shall follow the recommendations presented in Annex III of this guide. This should facilitate the development of SMART objectives. This will also guarantee coherence between the ex-post evaluation of the action and the objectives set at this stage.

Up to 3 main action objectives (i.e. impact indicators as referred to in the Implementing Act and in section 7 of this chapter) should be described.

Considering that the expected ultimate impact of the campaigns is to enhance the competitiveness and consumption of the EU products, the proposed level of investment must be justified by its expected return.

The justification of the level of investment shall be based on an economic return and/or an informative return:

- o **Economic return** should normally be estimated at the proposing organisation's or national level. Actions aiming at an economic return, for example those aiming at increasing the market share of EU products, should estimate the return in absolute monetary terms, i.e. value in EUR. Similar to the post-action evaluation approach, the quantified objective should aim at excluding external influences to identify the effect(s) directly attributable to the action. This estimate should go beyond a simple comparison of pre- and post-campaign figures. It should for example adjust for existing market trends, which would also take place without the action. For more information on the methodologies which could be used to calculate such figures, please refer to annex III of this guide.

- o Actions aiming at an **informative return**, for example those aiming mainly at increasing awareness, should quantify the respective expected impact in numbers of people who acquired new knowledge/changed opinion. The number of people who have been reached effectively is the awareness impact indicator. Annex III of this guide provides more information on the methodological requirements.

NOTE:

- The proposal shall present the expected return on investment calculated at the level of the proposing organisation/s and/or their Member State/s.
- In case of more than one target country, expected returns should be disaggregated by target markets/countries.
- Proposals should demonstrate that the expected return is realistic.

The following points should also be taken into account when defining the action objectives:

- How do the action objectives relate to the objectives of the promotion regime listed in Art. 2 and 3 of the Regulation 1144/2014? Are objectives aligned with priorities set in the Annual Work Programme?
- Are the action objectives in line with the presented market analysis?
- How do objectives relate to the main Union message described in the following section?
- **Proposals shall indicate a baseline to estimate the impact of the action compared to a scenario without the action taking place.**
- If similar actions have been recently completed, how do the proposal objectives relate to the results of the previous actions?

Section 4: Action strategy

Based on the market analysis presented in Section 2, describe how you intend to reach the action objectives. Please address the following questions in order to justify the selection of your strategy in relation to the planned action objectives:

- List and describe the target group/s of the action quantitatively and qualitatively. How will the strategy be tailored to each of them and how will they be reached with different activities and channels of the action? Differentiate between trade (B2B "business to business") and consumer (B2C "business to consumers") activities.
- Describe and justify the planned communication mix. How are the activities chosen in relation to objectives and the target groups?
- In case the action is targeting more than one country, how will this strategy be adapted to different target markets?
- In case of actions aiming at economic return: where will the growth come from – overall increase in consumption or displacement of other, similar products?
- In case the action will promote or inform on a scheme, will that scheme be illustrated by a product? How?
- Highlight the creative aspects. Which key messages will be used? Describe the planned content, format and source of the messages.

- Is the action designed to complement other private or public activities implemented by the proposing organisation(s) or other stakeholders in the targeted markets? How will the synergies with such activities be ensured?

The applicants shall propose a main message. In addition, they may propose one or several secondary messages. The main message shall be the **Union message**.
The Union message needs to make reference to Europe in general, to the EU, to the CAP, EU legislation, EU products or EU production standards.

The applicants shall clearly describe how the proposal will disseminate information on and promote one or several specific features of EU agricultural production methods and products, such as food safety, traceability, authenticity, labelling, nutritional and health aspects, animal welfare, respect for the environment and sustainability, and the characteristics of EU agricultural and food products, particularly in terms of their quality, taste, diversity or traditions.

Specific messages (optional)

1. Will the messages mention the <u>origin</u> of products, and in which way (please refer to rules on mentioning origin defined in Art. 2-4 of the Regulation 2015/1831 as well as Art. 18a of GA)?
2. Do you plan to display <u>brands</u> (refer to the conditions under which brands can be promoted, listed within the Regulation 2015/1831 (Art. 6, 7 and 8) as well as Art. 18a of GA)? Which and how many brands will be mentioned?
    - In accordance with Art. 5(4) of the Regulation 2015/1831: justify why the mentioning of brands is necessary to attain the objectives and how this will not dilute the main Union message.
    - In case less than 5 brands are displayed, provide a justification which satisfies the following requirements:
        a) there are fewer brands in the Member State of origin of the proposing organisation for the product or scheme subject of the action;
        b) for duly justified reasons, it has not been possible to associate more partners organising a multi–product or multi-country action permitting more brands to be displayed. In this case, applicants are required to submit an adequate justification and relevant information including the list of other organisations which were contacted and to which a proposal was made by the applicant(s) to establish a wider multi-product or wider multi-country action and stating the reasons why such an action was not accepted/proposed.

<u>Proposals targeting internal market and relaying a message on proper dietary practices or responsible alcohol consumption</u> shall demonstrate compliance with relevant national regulations or guidelines in the field of public health, in the Member

State where the programme will be carried out, and provide references or documentation thereof (see also section 1.3.7).

Section 5: EU dimension of the action

Each programme must have a **Union dimension**, both in terms of content of its messages and impact. In addition, each programme must be of a significant scale[4], notably in terms of cross-border impact.

For a detailed explanation on requirements regarding EU dimension, please refer to the Annex VII of this guide and to the frequently asked questions document available at:

http://ec.europa.eu/chafea/agri/faq.html

In this section, please describe any benefits resulting from the action at EU level, thereby justifying co-financing by the EU. How and to what extent will other EU operators benefit from the action?

What is the EU dimension of the action in terms of:

- disseminating information on European production standards, quality, traceability and safety standards applicable to European products, European dietary practices and culture;
- raising awareness of European products among the general public and in trade sectors;
- providing synergies between organisations in more than one Member State;
- coverage to be understood as potential impact on target groups and target markets covered; NOTE: a proposal to be implemented only in one region of a Member State will not have a significant coverage;
- promoting the image of European products on the international markets;
- sustainability of the actions in terms of economic, social and environmental aspects.

The applicant(s) shall analyse the EU dimension of the specific proposal at stake, rather than copy-pasting from the legal base or call texts. Proposals are not expected to cover all aspects and specific features of agricultural methods and the characteristics of European agricultural and food products. They can focus on one or more of these features.

Section 6: Description of activities and analysis of budget positions

The description should cover both the description of activities and the detailed analysis of the related budget.

Estimated costs should be given at the level of deliverables.

---

[4] To be understood as a number of Member States involved.

The planned activities shall be grouped into Work Packages (WPs). A Work Package groups all the activities and related deliverables covered by one main line of the Detailed Budget, e.g. project coordination, events, evaluation, etc.

Applicants should introduce two mandatory WPs: Project coordination and Evaluation

Applicants must describe the actions undertaken to manage the project and to make sure that it is implemented as planned under the activity "project coordination".

A deliverable is a physical output of an activity, e.g. a seminar, point-of-sales action, etc. The level of details in the activities and budget presentation should answer to the following questions should be answered about a specific activity: who, what, when, where, why?

For each activity, it is important to explain why this activity is planned (according to the objectives), define the target group(s) and their size, the period of implementation, where the activity will be organised, and the annual total costs.

Examples:

- In case of seminars: the presentation should give details on venue, agenda, participants, expected outcome, etc.
- As for the media campaigns: the presentation should give details on the overall budget invested in production and distribution of advertisements (i.e. media buy, including yearly discounts) as well as the campaign timing. It is not necessary to give details on the names of publications and TV stations. However, information such as coverage, reach, frequency, Gross Rating Points (GRP's) for the target groups reached should be given as an indication on the scope of the campaign.
- In case of website / social media activities: the presentation should give details on functionalities to be developed, including specific digital content such as recipes, news, factsheets, involved influencers etc. It should also provide information on sought growth in audience and engagement (figures on pages visitors, account followers, number of contents uploaded etc.) as an indication of the pursued scope of the activities.

Applicants should also indicate who will implement the individual activities – implementing bodies, subcontractors without profit margin, other subcontractors or the proposing organisation (in case of several proposing organisations, which one will implement which activity).

The budget analysis shall provide a sufficient level of detail: using **unit costs** for each deliverable.

The template for description of activities and justification of the budget should be used for all Work Packages which are planned to be implemented.

Examples:

Work Package	1. Project coordination
Description of activities	Describe in detail the project coordination activities carried out
Timeline	**YEAR 1**
Deliverables	1 annual reports 3 meetings of the consortium 10 meetings with the subcontractors
Budget analysis	100 person days for the project coordinator at 300 EUR/day
Total for the Work Package	Shall correspond to the amount in the Detailed Budget
Implementation	Proposing organisation X

Work Package	*2. Public relations*
Target groups	Indicate the target groups of the PR activities
Activity	Insert name of activity / or sub-activity
Description of activity/ies	Describe in detail the public relations activities carried out
Timeline	**YEAR 1**
Deliverables	1 press conference, 1 press kit, 2 press releases, 1 media clipping report (in month 12)
Budget analysis	Press conference for 30 journalists: 5.000 EUR Drafting and distribution of 2 press releases, follow-up with media: 1.000 EUR Continuous press work: 50 person days, xxx EUR/person day …
Sub-total for the Activity	Should correspond to the sub-amount in the Detailed Budget
	And/or
Total for the Work	Should correspond to the total amount in the Detailed budget

Package	
Implementation	Implementing body X OR Proposing organisation Y

Work Package	*6. Events*
Target groups	Indicate the target groups of the events
Activity	
Description of activity	Describe in detail the study tour organised
Timeline	**YEAR 1**
Deliverables	1 Tour report with attendance sheets (in month 10)
Budget analysis	Flights and accommodation for 10 journalists/bloggers Interpretation and translation services, Hostess services Proposing Organisation A – 5 person-days
Sub-total for the Activity	Should correspond to the sub-amount in the Detailed budget
And/OR	
Total for the work package	Should correspond to the total amount in the Detailed Budget
Implementation	Implementing body X OR Proposing organisation Y

Please note that the overall action budget by work package ("Detailed budget") should be annexed to your proposal using the template provided. For more information on the specific budget template, see chapter 1.3.7 of this guide.

If the proposal is targeting more than one target country, the estimated budget shall be presented per target country:

Summary of budget per target country	
Target country: A	Total in EUR
Target country: B	Total in EUR

<u>Section 7: Measurement of results</u>

In this section, describe in detail the methodology for measuring the attainment of all action objectives.

To demonstrate the quality of the proposed evaluation methods and indicators, details shall be given on:

- the baseline or, in its absence, on how the baseline will be established;

- the target values for the planned indicators.

Annex III of the present guide provides examples of methodologies which can be used to measure the **economic return**, as well as the global awareness impact, the **informative return**. Other methodologies may also be used for their measurement. However, the aim of the proposed methodologies is to set a minimum quality of the evaluations and align the evaluations and objective setting of different actions.

Define a list of **output, result** and **impact indicators**: you are encouraged to use the indicators mentioned under Art. 22 and Annex I to the Commission Implementing Regulation (EU) 2015/1831. You may also use similar indicators, if they are more appropriate and properly justified.

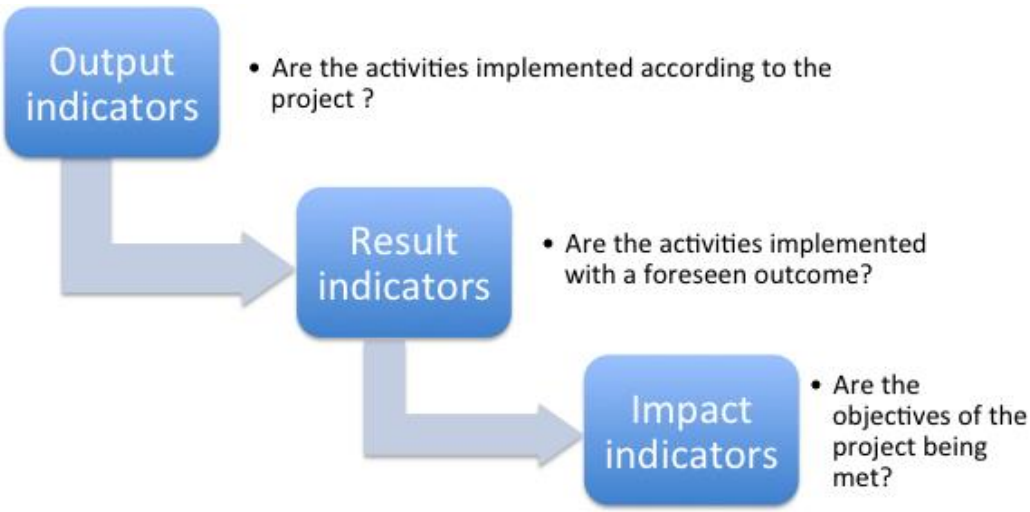
- **Result indicators** should be **linked to the planned work packages and deliverables**.
- **Impact indicators** should be closely **linked to the objectives of the action**.

However, since the expected ultimate impact is to enhance competitiveness and consumption of EU agri-food products:

Each programme proposal should include at least **an impact indicator**, that shows a change in sales or exports of the promoted product/s **expressed in EUR** or, if appropriate, the change in consumers' awareness or recognition of Union quality schemes.

The evaluation of results of the action should not focus only on the good execution of the action. An action which has been implemented according to the plan can still have a low impact. For example, the fact that 10,000 brochures were distributed to visitors during point-of sales tastings confirms that the activity has been implemented according to the proposal. However, it is not a proof of attaining the action objectives, which will be linked to changes in awareness or increase in sales. The number of brochures distributed represents an output indicator.

The relationship between the output, result and impact indicators can be represented as follows:



Summarize the output, result and impact indicators as shown in the example in the table below:

Type of	*Indicator*	*Quantity*

indicator		
Output	*Nr of TV spots aired by the end of the implementation of the planned actions*	*50*
Result	*Nr of exposures generated with the TV spots by December 2021*	*20,000,000*
Impact	*Awareness change – Nr of people effectively reached/changed opinion*	*2,000,000*

Section 8: Action organisation and management structure

8.1 Operational and financial capacity

Applicants must demonstrate appropriate professional qualifications required to complete the action.

As evidence, the following information must be provided here:

- General profiles (qualifications and experiences) of the applicant's staff primary responsible for managing and implementing the proposed action, including their planned role during the implementation; CVs in Europass format (see section 8.2 of the call for proposals) shall be submitted within the Annex "CVs".
- The proposing organisation(s) activity report or a description of activities performed in connection to the operating areas that are eligible for co-financing shall be included either in this section or submitted within the Annex "Additional information".

NOTE (specific to simple programmes): In cases where applicants propose to implement certain parts of the proposal, evidence shall be given that they have at least three years' experience in implementing similar information provision and promotion measures.

Indicate how the action will be financed. The applicants are required to indicate and comment on the result of the self-check on financial viability[5]. In particular if the result is "weak", explain how the liquidity will be provided (in addition to pre-financing), e.g. by own funds or by bank loan. Please also indicate whether financial contributions by organisation's members are foreseen.

If applicable, indicate the sources and amounts of Union funding received (or applied) for the same action or part of the action or for your functioning (operating grant) during the last 2 financial years.

If you plan to submit several applications under this call for proposals that could be implemented in parallel, please also provide information on how the implementation

---

[5] See section 1.3.5

could be assured if more than one application is approved for funding. In particular, please refer to the:

a) **operational capacity:** How will you ensure sufficient operational capacity and staff in order to achieve the objectives of the proposed actions?

b) **financial capacity:** Please explain how you will ensure sound financial management and proper liquidity to meet the payment obligations towards the implementing bodies for the projects running in parallel. Please also explain the risks identified, risk responses and risk management tools.

8.2 Project management, quality control and risk management

The following elements should be included:

- Describe the management structure and roles of the staff involved with the programme implementation. Define the division of tasks between the implementing/evaluation bodies and applicants. Define an internal coordination strategy in terms of methods/approaches of managing different partners and implementing bodies for effective operational management of the programme.
- Describe how you will ensure that the action is implemented on time and within the budget set, and that its objectives are met.
- In case of several applicants, describe their respective responsibilities in the consortium.
- Describe the competitive procedure for selecting the implementing body/ies that will ensure best value for money while preventing situations where conflict of interest is deemed to occur. Provide the same information for independent bodies in charge of evaluation.
- Which are the quality control mechanisms? In case of underperformance by the implementing body, how will the proposing organisation ensure that the action is implemented as foreseen?
- Describe the risk management to be put in place: which are the risks associated with the implementation of the action (for example, in relation to specific uncertainties or restrictions on the market linked to targeted third countries)? Classify risks by type of risk, e.g. financial, political, market related etc. How will they be addressed, which mitigating measures will be put in place? What is the potential impact of the risks and what is their likelihood? Categorise the risks depending on their probability and impact (high, medium, low).

Section 9: Additional information

Provide a **project timetable** and mention any additional information that you consider relevant.

1.3.7. Annexes to the application

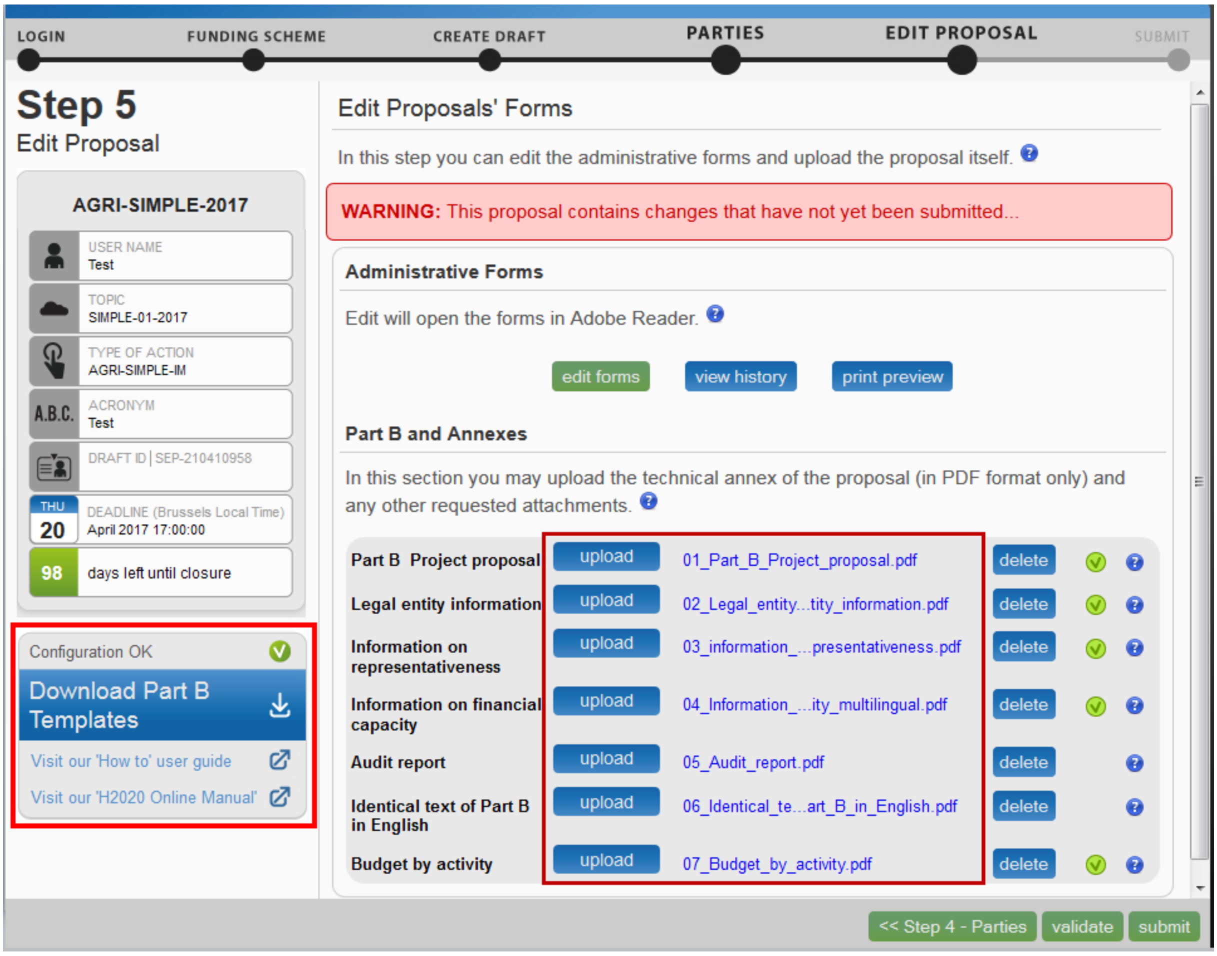
The following annexes should be uploaded to complete your application:

Annex title	Template[6]	Language requirement
Legal entity information	No	May be submitted in any EU official language Preferably accompanied by an English translation or at least an English summary of submitted documents
Information on representativeness	Yes (Annex IV)	May be submitted in any EU official language and preferably accompanied by an English translation
Information on financial capacity	Partial (Annex V)	May be submitted in any EU official language, no need to translate
Audit report or self-declaration, for proposing organisations requesting a grant >750.000 EUR	No	May be submitted in any EU official language, no need to translate
Identical text of Part B in English	Yes (Annex II)	In English
Detailed Budget	Yes (Annex VI)	May be submitted in any EU official language, no need to translate
CVs	No	May be submitted in any EU official language. Preferably in English and in the Europass format.
Additional information	No	May be submitted in any EU official language, no need to translate

Templates for Part B and the different annexes are accessible via the electronic submission system.

After filling in the information needed for Part A of the online submission form, one can download a zip file containing all templates can be downloaded.

[6] The templates are annexed to the present guide



Annexes V (financial capacity) and VI (budget table) are provided in a format that enables you to encode the data. Due to the type of the form (XFA), it is not allowed to upload this document directly in the IT system. Only flat PDF (not dynamic PDF) forms are accepted. Please print and scan the document in PDF format or print it using a virtual printer.

It is extremely important that you upload the requested document in the **proper format** (**in PDF**) under the corresponding heading. Errors in this process may result in an incomplete proposal and may jeopardize your entire application.

Hence, before closing the application procedure or logging-off, double-check that your annexes are in pdf format and that the content of your documents matches the given headings in the online submission tool.

It is your responsibility to upload correct documents successfully.

Please note that only <u>one</u> pdf document can be uploaded for each of the required annexes.

As a consequence, for certain annexes (such as legal entity information, financial capacity and audit reports), **applicant(s) need to print out various documents and scan them in order to merge them into one document.**

This also applies to actions involving several applicants. Relevant information should be compiled for all applicants in order to have one document per annex.

Legal entity information

In order to assess the applicant(s)' eligibility, the following supporting documents are requested:

- private entity: extract from the official journal, copy of articles of association/statutes, extract of trade or association register;
- public entity: copy of the resolution or decision establishing the public company, or other official document establishing the public-law entity;
- entities without legal personality: documents providing evidence that their representative(s) has/have the capacity to undertake legal obligations on their behalf.

Information on representativeness

In order to assess the applicant representativeness, the respective template needs to be filled in and submitted under the correct heading in the submission tool. The template can be found in the zip file described above.

Information on financial capacity – not required for public bodies

The supporting documents that need to be annexed to the online application to allow the assessment of the financial viability include:

- annual accounts (including balance sheet as well as profit and loss statement) for the past financial year for which the accounts were closed (for newly created entities, the business plan shall be submitted to replace the accounts);
- A pre-filled Financial Capacity Form summarising the necessary data to the assessment of the financial viability. The pdf file can be found in the zip file indicated above.
  - Accounting starting and end date: first and last day of the calendar year, but in some cases/countries the accounting year does not correspond to the calendar year: please indicate if this is the case.
  - The accounting period duration is normally 12 months.
  - Date of incorporation refers to the date of registration of the proposing organisation.

Audit report

In addition, for a coordinator or other applicants requesting an EU-contribution superior or equal to EUR 750,000 (threshold per applicant), an audit report produced by an approved external auditor certifying the accounts for the last available financial year should be provided. This provision does not apply to public bodies.

If the audit report is not available and a statutory report is not required by law, a self-declaration signed by the applicant's authorised representative certifying the validity of its accounts for the last financial year available must be provided.

Identical text of Part B in English

To facilitate the review of proposals by independent experts who provide technical input to the evaluation, an English translation of the technical part (Part B) should preferably be included if the proposal if it is written in another EU official language.

Detailed budget

As described in Section 6 of Part B, a budgetary table by activity needs to be uploaded separately. The pdf template can be found in the zip file described above. The total costs of the activities shall correspond to the description and the amounts provided in Section 6.

There are 4 categories of costs:

A. Direct personnel costs
B. Direct costs for subcontracting
C. Other direct costs
D. Indirect costs

Direct costs are linked to the action implementation, whereas indirect costs are not. Thus the direct costs have to be split following the WPs description.

Please take into account some tips when filling in the table:

- "1. Project coordination" costs include time spent by the personnel (and assimilated) working for the beneficiary in charge of coordination with Member State(s), collaboration between partners and with implementing bodies and other subcontractors. Core tasks cannot be subcontracted nor delegated to any other co-beneficiary (see point 1.3.3). This work package shall only cover the costs of the proposing organisation(s), not of subcontractors whose costs should be included within the costs of individual activities.
- Other costs of project coordination cover mostly travel costs. Other direct costs of services, such as non-deductible VAT, audit, bank guarantee, depreciation, etc. are to be encoded in the last heading “Other eligible costs of PO”.
- “2. Public relations” costs should cover all the activities related to the continuous PR office, press events: work with influencers, compiling contact lists of journalists/bloggers, drafting and launching press releases, factsheets, organisation of interviews or events, drafting and costs of advertorials, drafting and sending out of newsletters, collection and analysis of media clippings, etc.
- “3. Website, social media” should cover creation, redesign, update and maintenance of website/s and the social media activities. Community management activities could also be included. “4. Advertising”:

  - Online advertising is to be presented under this subheading and not under "3. Website, social media" costs
  - Print advertising under "4. Advertising" does not include advertorials which should be presented under PR (see above); it does include magazine or newspaper inserts.
  - The costs related to the TV sponsoring must be included under "4. Advertising".
- POS advertising shall be included under the heading for "7. POS promotion"
- "7. POS Promotion": for tasting days, **the quantity and the costs of product samples per day should be justified**; the unit costs should correspond to the production costs plus transportation and not to the retail prices of such products.
- Under "8. Other activities", any other activities related to the proposal which are not mentioned under the other above points can be mentioned.
- "9. Evaluation of results": includes all the costs related to the external evaluation.

Indirect costs are calculated as a flat-rate of 4% of the eligible personnel costs and cover costs which cannot be identified as specific costs directly linked to the implementation of the action.

CVs

This annex shall contain the CVs of the person(s) primarily responsible for coordination and implementation.

Annex on additional information

This annex can be used to provide information and supporting documents concerning the activity report (required under section 8.2 of the call), recognition of national quality schemes, concerning proper dietary practices and responsible alcohol consumption (see conditions listed in section 6.2 of the call for proposals).

1.4. SUBMISSION COMPLETION

1.4.1. Submission deadline

The **deadline for submission** is indicated in the call for proposals.

The Electronic Submission System enables you to replace/update the proposal at any time before the submission deadline.

To view and/or change your submitted proposal, go to the 'My Proposals' page in the Funding and Tenders Portal. As long as the call has not been closed, the new submitted version will overwrite the previous one.

After the deadline for the submission of the proposals, changes or additions are no longer possible.

It is very important that you do not wait until the very last day of the deadline for submitting your proposal. This will significantly increase the risk of a last minute problem blocking your submission.

While submitting your proposal, the Electronic Submission System will carry out basic verification checks: completeness of the proposal, internal data consistency, virus infection, file types, size limitations etc.

If you fail in submitting your proposal within the call deadline, your proposal will be disregarded by the system and will not be considered as submitted.

Please do not send your proposal by post or e-mail to Chafea as only submissions via the Electronic Submission System will be considered valid.

1.4.2. Acknowledgement of receipt

The date and time of the submission of the application will be automatically recorded and an acknowledgement of receipt will be sent to the coordinator by email.

If you do not receive an email with the acknowledgement of receipt, it is because the proposal has NOT been submitted.

You can contact the IT Helpdesk in that particular case.

1.4.3. How to file a complaint

If you believe that submission failed due to a fault in the Electronic Submission System, you should immediately file a complaint via the IT Helpdesk on the Funding and Tenders Portal, explaining the circumstances and attaching a copy of the proposal. The method of filing a complaint over other aspects of submission is explained in the information you receive via the electronic exchange system (see ‘My Area’ section of the Funding and Tenders Portal).

2. EVALUATION AND OUTCOMES

All proposals received by Chafea via the Electronic Submission System go through a multi-level process of evaluation with regards to several criteria announced in the call (sections 6 to 9): eligibility, exclusion, selection and award criteria.

The evaluation of proposals is carried out in the strictest confidence.

Once the proposal is submitted, the applicant will not be contacted by Chafea until the proposal is evaluated, unless:

- Chafea needs to contact the applicant to clarify matters such as eligibility or to request additional information regarding any other part of the proposal within the limits of the relevant provisions of the EU Financial Regulation and its Rules of Application (clarifications may be requested in order to better understand elements of the submitted proposals or supporting documents; nevertheless clarifications shall not result in substantial changes of the proposal);
- The applicant made a complaint regarding the submission procedure (see chapter 1.4.3).

2.1. Evaluation process overview

All criteria and mandatory supporting documents are specified in the Call for proposals for simple programmes.

Please read these criteria carefully. Proposals failing to meet any of these criteria will be excluded at the given stage of the evaluation process.

Regarding the award criteria, additional information can be found in Annex VII of the present guide.

The quality of the proposals will be assessed according to the criteria and sub-criteria set out in this Annex, while a threshold is also set for each of the main award criteria.

Applicants are encouraged to pay attention to the award sub-criteria and address them in their proposal.

2.2. Outcomes

Following the evaluation, all eligible proposals are ranked according to the total number of points awarded. Only proposals meeting all thresholds are eligible for co-funding. The highest ranked proposal or proposals will be awarded co-financing depending on the budget availability.

A separate ranked list shall be established for each of the priority topics listed in the relevant call.

In addition, a reserve list of proposals will be drawn up in case more appropriations are made available during the year.

ANNEXES

Annex I: Application form Part A – annotated version

Annex II: Application form Part B – template

Annex III: Methodological suggestions for the ex-post calculation of returns

Annex IV: Information on representativeness

Annex V: Financial capacity form

Annex VI: Detailed budget

Annex VII: Additional information on award criteria

Please check our wiki for help on navigating the form.

Promotion of Agricultural Products

Call:
()

Topic:
Type of action:
()
Proposal number:
Proposal acronym:
Deadline Id:

Table of contents

SAMPLE

How to fill in the forms

The administrative forms must be filled in for each proposal using the templates available in the online submission system. Some data fields in the administrative forms are pre-filled based on the previous steps in the submission wizard.

1 - General information

Topic		Type of Action	
Call Identifier		Deadline Id	

Acronym: *Acronym is mandatory*

Proposal title: *Max 200 characters (with spaces). Must be understandable for non-specialists in your field.*

Note that for technical reasons, the following characters are not accepted in the Proposal Title and will be removed: < > " &

Duration in months: 12

Free keywords: *Enter any words you think give extra detail of the scope of your proposal (max 200 characters with spaces).*

Abstract

Remaining characters 2000

Has this proposal (or a very similar one) been submitted in the past 2 years in response to a call for proposals under Promotion of agricultural products or any other EU programme(s)? ○ Yes ◉ No

Declarations

In the declarations below the term "coordinator" refers to the lead partner of projects submitted by several proposing organisations. In case of proposals submitted by one proposing organisation, the same declarations are to be made by the organisation submitting the proposal.

The coordinator is only responsible for the correctness of the information relating to its own organisation. Each proposing organisation remains responsible for the correctness of the information related to its organisation as declared below. If the proposal is retained for EU funding, the coordinator and each successful proposing organisation will be required to present an individual declaration in this respect.

SAMPLE

1) The coordinator declares to have acquired the explicit consent of all proposing organisations on their participation and on the content of this proposal.	☐
2) The information contained in this proposal is correct and complete.	☐
3) The coordinator confirms that he/she has carried out for its organisation the financial capacity self-check and has received confirmation from each proposing organisation that they have carried out the same check at http://ec.europa.eu/research/participants/portal/desktop/en/organisations/lfv.html unless the coordinator or any other proposing organisation is exempt from the check for the reason being a body governed by public law within the meaning of Article 2(1)(4) of Directive 2014/24/EU.	☐
4) The coordinator hereby declares that his entity and each proposing organisation has confirmed:	
- that if it is receiving an Operating Grant from any EU programme, it will not claim indirect costs for this action for the specific year covered by the Operating Grant;	☐
- that it is fully compliant with the exclusion and eligibility criteria set out in the specific call for proposals;	☐
- that it has the necessary technical and financial resources to carry out the action effectively;	☐
- that it is not receiving Union financing for any of the information provision and promotion measures described in this proposal;	☐
- that it is 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) 2015/1829; and	☐
- that it is not receiving and will not receive any financial contributions from third parties specifically to be used for costs that are eligible under the action (except for financial contributions to a beneficiary organisation made by its members).	☐

SAMPLE

5) The coordinator confirms that the proposal covers only eligible products and schemes listed in Article 5 of Regulation (EU) No 1144/2014.	☐
6) The coordinator confirms that the proposal complies 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 Commission Delegated Regulation (2015) 1829.	☐
7) The coordinator confirms that measures will be implemented through implementing bodies as referred to in Article 13 of Regulation (EU) No 1144/2014 which will be selected ensuring best value for money and absence of conflict of interest (see Article 2 of Commission Delegated Regulation (EU) 2015/1829 and point e) of section 11.1 of the call), and that they will be selected at the latest before the signature of the contract (see Article 10 of the Commission Implementing Regulation (EU) 2015/1831). The applicant confirms that the selection procedure has been duly described in the application.	☐
8) The coordinator confirms that, in case proposing organisations propose to implement certain parts of the proposal, they have at least three years' experience in implementing information provision and promotion measures. It also confirms that the costs related to such activities will not be in excess of the normal market rates.	☐
9) The coordinator confirms that the rules on displaying origin and brands as referred to in Chapter II of the Commission Implementing Regulation (EU) No 2015/1831 will be complied with.	☐
10) The coordinator confirms that, if a message conveyed by an action concerns information on the impact on health, this message shall be accepted by the national authority responsible for public health in the target country, or comply with the Annex to Regulation (EC) No 1924/2006 when implemented in the internal market.	☐

Note:

For **multi-beneficiary applications**, the coordinator vouches for its own organization and that all other participants confirmed their participation and compliance with conditions set out in the call. If the proposal is retained for funding, each participant will be required to submit a formal declaration of honor confirming this.

False statements or incorrect information may lead to administrative sanctions under the Financial Regulation 2018/1046.

Personal data will be collected, used and processed in accordance with Regulation 2018/1725 and the Funding & Tenders Portal privacy statement.

Please be however aware that, to protect EU financial interests, your data may be transferred to other EU institutions and bodies and be registered in the EDES database. Data in the EDES database is also subject to Regulation 2018/1725 and the EDES privacy statement.

SAMPLE

2 - Participants & contacts

#	Participant Legal Name	Country	Action
1			

SAMPLE

2 - Administrative data of participating organisation(s)

PIC	***Legal name***

Short name:

Address

Street

Town

Postcode

Country

Webpage

SAMPLE

Type of your organisation as referred to in Art. 7 of Reg. 1144/2014: ***obligatory selection***

Trade or inter-trade organisation, established in a Member State	☐
Producer organisation or association of producer organisations	☐
Agri-food sector body	☐

Department(s) carrying out the proposed work

Department 1

Department name *Name of the department/institute carrying out the work.* ☐ not applicable

☐ Same as proposing organisation's address

Street *Please enter street name and number.*

Town *Please enter the name of the town.*

Postcode *Area code.*

Country *Please select a country*

SAMPLE

Proposal ID *Acronym* **Acronym is mandatory** *Short name*

Person in charge of the proposal

The name and e-mail of contact persons are read-only in the administrative form, only additional details can be edited here. To give access rights and basic contact details of contact persons, please go back to Step 4 of the submission wizard and save the changes.

Title | Sex ◯ Male ◯ Female

First name | Last name

E-Mail

Position in org. *Please indicate the position of the Contact Point above in the organisation.*

Department *Name of the department/institute carrying out the work.* ☐ Same as organisation name

☐ Same as proposing organisation's address

Street *Please enter street name and number.*

Town *Please enter the name of the town.* Post code *Area code.*

Country *Please select a country*

Website

Phone *+XXX XXXXXXXXX* Phone 2 *+XXX XXXXXXXXX* Fax *+XXX XXXXXXXXX*

SAMPLE

Proposal ID *Acronym* **Acronym is mandatory**

3 - Budget

No	Participant	Country	(A) Direct personnel costs / €	(B) Direct costs of subcontra-cting / €	(C) Other direct costs / €	(D) Indirect costs (4% on A) / €	Total costs / €	Reimburse-ment rate (%)[1]	Maximum EU contribution / €	Requested Grant [2,3] / €	Income generated by the action / €
			(a)	(b)	(c)	(d) = 0.04 * (a)	(e) = (a)+(b)+(c)+(d)	(f)	(g) = (e)*(f)	(h)	(i)
1			0,00	0,00	0,00		0,00	0	0,00	0,00	0,00
Total			0,00	0,00	0,00	0,00	0,00		0,00	0,00	0,00

All costs are to be presented in EUR.

**1) - Proposing organisations from Member States under financial assistance are entitled to a top-up of 5% on the reimbursement rate relevant to the chosen topic.*

**2) - If a particular proposing organisation is requesting more than 750.000 EUR EU contribution, an audit certificate produced by an approved external auditor shall be submitted. It shall certify the accounts for the last financial year available. This requirement does not apply to proposing organisations having a status of a body governed by public law within the meaning of Article 2(1)(4) of Directive 2014/24/EU.*

**3) - The requested grant shall not be higher than the maximum EU contribution.*

SAMPLE

4 – Information about the action

Target Countries

Target Countries of the proposal

>>

<<

Please carefully select one or more target countries eligible under the topic selected.

Is the action promoting any of the following EU or national quality schemes?

EU quality schemes for agricultural products and foodstuffs, wines or spirit drinks ☐

Organic production method ☐

The logo for quality agricultural products specific to the outermost regions of the Union ☐

National quality schemes ☐

The action is not promoting any of the schemes above ☐

Products promoted or used to illustrate the scheme promoted

List of Products

>>

<<

Selected Products

More explanation on the different product categories can be found in the guide for applicants.

SAMPLE

Validation result

Show Error

The red 'Show Error' button indicates an error due to a missing or incorrect value related to the call eligibility criteria. The submission of the proposal **will be blocked** unless that specific field is corrected!

Show Warning

The yellow 'Show Warning' button indicates a warning due to a missing or incorrect value related to the call eligibility criteria. The submission of the proposal **will not be blocked (**proposal will be submitted with the missing or incorrect value).

Section	Description
	The form has not yet been validated, click "Validate Form" to do so!

SAMPLE

Part B - template

Title of the action

1. Presentation of the proposing organisation(s)

2. Products/schemes and market analysis

3. Action objectives

4. Action strategy

5. EU dimension of the action

SAMPLE

6. Description of activities and analysis of budget positions

Work package	*Insert name of work package (identical to the headings used in the "detailed budget table")*
Target group(s)	*Indicate which target groups are targeted with the activities of this work package*
Activity	*Insert name of activity 1*

Description of activity	*Please give a concise description of the activity*
Timeline	**YEAR 1**
Deliverables	*Please list the deliverables (via output indicators).*
Budget analysis	*Budget shall be linked to the deliverables of the action.* *Give estimated unit costs at the level of each deliverable.* *If relevant: budget per target country*
Sub-total for activity 1	*In EUR*
And/or	
Total for the Work Package	*In EUR*
Implementation	*Please indicate which entity will implement the activity: proposing organisation (which one) or the implementing body?*

Use the same table as many times as necessary, for each activity and work package budgeted in the "Detailed budget table".

In the end, please also present the:

Summary of budget per target country	
Target country: A	Total in EUR
Target country: B	Total in EUR

7. Measurement of results and action indicators

Description

Output and result indicators

Work package 1	*Output indicators*
	Result indicators
Work package 2	*Output indicators*
	Result indicators
…	

SAMPLE

Please insert output and result indicators for each work package

Impact indicators

Impact indicator description	**Baseline**	**End of programme**
Impact indicator 1	Insert baseline	Insert value at end of programme
Impact indicator 2	Insert baseline	Insert value at end of programme

Please insert baseline and values at end of programme for each impact indicator

8. Action organisation and management structure

8.1 *Operational and financial capacity* 8.2 *Project management, quality control and risk management*

9. Additional information

SAMPLE

Annex III: Methodological suggestions for the ex-post calculation of returns

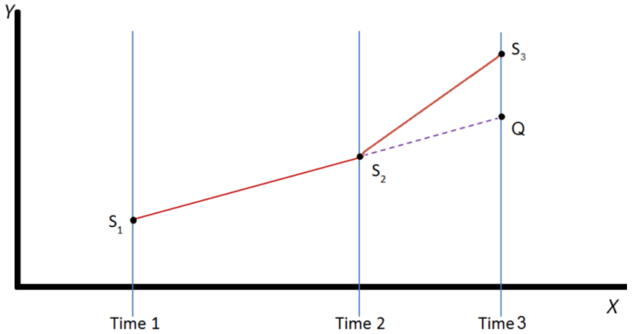
The following suggestions are to be taken into account in the evaluation of the results of a promotion programme. However, there should be coherence between the evaluation of the results at the end of a programme and the objectives set at the beginning of the programme. Hence, when drafting the programme proposal, please take these recommendations into account while defining the programme objectives. The returns can be expressed over the timespan of the programme. If applicable and necessary, the returns can also be presented beyond the programme duration.

Economic impact

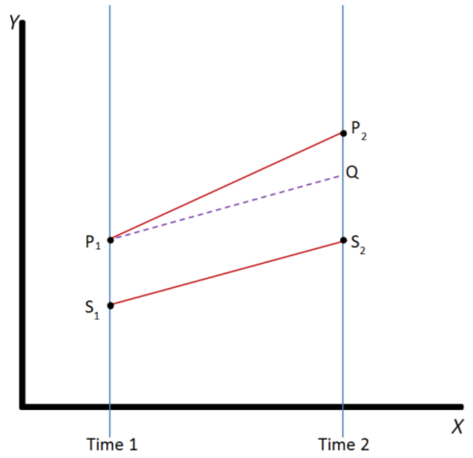
Promotion programmes envisage economic return. However, as promotional efforts happen in a complex environment, it is complicated to identify their true economic impact. A simple comparison of the economic parameters before and after the campaign does not take into account external influencing variables. To disentangle the true effect of the promotion campaign from other influencing variables such as market trends or crises, the calculation of the return should make use of a baseline. The 'baseline' estimates what would have happened in the absence of the promotion programme. The impact is in turn estimated by comparing the baseline scenario to the observed data. The outcome of this evaluation should be expressed in €.

There are several ways to construct such a baseline. Here we describe two straightforward and intuitive methods. Other methods could also fit the purpose, although the specific methodology chosen to construct the baseline scenario should be motivated.

1) **Historical trend**
In case a product has gone through a stable market trend over a significant period of time, one could project this market trend in the future and use it as baseline. Here the baseline Q can be constructed by projecting the market trend between Time 1 (S_1) and (S_2) to Time 3 (Q). Subsequently the observed situation in Time 3 (S_3) can be corrected for the trend, by deducting Q from S_3 to obtain the programme effect. As already mentioned, a stable market trend is a prerequisite for this method, it is not suitable for highly volatile markets.



2) **Difference in differences**
In many cases, there are no stable market trends. Another approach uses a comparable product to identify the baseline scenario. The image below shows a baseline used in a difference in difference methodology. A comparable product (it should be motivated why the product is comparable) shows a specific market trend (S1 to S2). The baseline scenario (Q) can be constructed by projecting this market trend on the pre-campaign situation of the promoted product (P1). By comparing the observed post-campaign situation (P2) to the baseline, the effect of the campaign can be deducted, while accounting for market trends.



Note the complementarity of the two methods described above. If a product has shown a similar trend in the past as the promoted/investigated product, it could be argued it is comparable and suitable to construct the baseline via the difference in differences method.

The return of the programme is the increase in sales (€) during the running of the programme. Long-term effects cannot be taken into account since the moment of evaluation is at the end of the programme.

It is also recommended to include the return on investment (ROI) of the programme. The latter is to be calculated as a ratio between the increase in sales or exports of promoted products over the period of programme duration (return) and the investment (which is equal to the total programme costs).)

Awareness impact

The final objective of informative programmes is to increase awareness. To know the number of people who have acquired new knowledge, a survey with the following set-up could be made:

As an informative campaign in most cases covers a series of themes and messages, the reception of the information cannot be measured via one question. Instead, a series of questions fits the purpose. A person can be considered knowledgeable on the message/theme if she/he knows the answer to a predefined proportion of those questions. The following table shows an example of a test with threshold 2/3 to be considered knowledgeable:

PERSON X	Desired answer	Displayed answer	PERSON Y	Desired answer	Displayed answer
Question 1	Yes	Yes	Question 1	Yes	Yes
Question 2	Yes	Yes	Question 2	Yes	No
Question 3	No	Yes	Question 3	No	No
Result	2/3 = pass		Result	1/3 = fail	

Person X passed the test while person Y failed. The absolute increase in number of people passing this test, comparing pre- and post-campaign, is the awareness impact. The questions should be phrased in such a manner that the scoring is straightforward. They should also be representative for the themes and messages covered by the programme. The sample should be representative for the target group(s). The comparison of pre- and post-campaign surveys should give the absolute number of people who acquired new knowledge.

Other survey methods could also be used. However, they should be duly justified and attain the same objective.

Annex IV: Information on representativeness

According to Article 2 of the Regulation (EU) 1144/2014 of the European Parliament and of the Council (hereafter BA) and Article 1 of the Commission Delegated Regulation (EU) No 2015/1829 (hereafter DA), proposing organisation must be representative of the product or sector promoted. The table below provides an overview on how to demonstrate the representativeness. The Articles referred to can be found in the DA and BA.

Type of organisation	Representativeness criteria
Trade or inter-trade organisation, established at Member State or EU level	50% as a proportion of the number of producers, or 50 % of the volume or value of marketable production of the product(s) or sector concerned (Article 1(1)(a)(i) of DA)
	Interbranch organisation recognised by the Member State (Article 1(1)(a)(ii) of DA)
	Groups under EU quality schemes: 50% of the volume or value of marketable production of the product(s) with registered denomination (Article 1(1)(b) of DA)
(Association of) producer organisation(s)	Recognised by the Member State in accordance with Articles 154 or 156 of reg. 1308/2013 (Article 1(1)(c) of DA)
Agri food sector body	- having an objective and activity to provide information on - and to promote agricultural products; - to be entrusted by the MS with a clearly defined public service mission in this area; - being established at least 2 years before the publication of the call; - having representatives of the product or sector promoted among its membership. (Art 7(1)(d) of BA and Article 1(1)(d) of DA)

Please describe how your organisation meets the criteria on representativeness in the Member State concerned or at Union level. In this regard please describe
- type and status of your organisation e.g. a consortium of X and Y, recognition by the Member State, representativeness of the sector etc.,
- data on marketable production, exports, turnover, sales, number of producers etc.

Please include references to the sources of the information that you refer to in your justification. The justification shall address all the criteria that apply in your case.

In case you are referring to the recognition by the Member State, please attach a supporting document(s), such as a copy of the recognition or a link to a publicly available list of recognised organisations.

In case your organisation is not representative according to the criteria mentioned above, give a justification why you believe it should be considered representative. Lower thresholds than those mentioned above may be accepted, if the proposing organisation demonstrates that there are specific circumstances, including the evidence on the structure of the market, which would justify treating the proposing organisation as representative of the product(s) or sector concerned (derogation to the 50% rules referred to in Article 1(2) of DA).

In case your proposal is submitted by more than one proposing organisation, please include all descriptions in one document. Per proposing organisation, the information should have no more than 2.000 characters.

Chafea Financial Viability Form

Language EN

Action & Participant Information

Title of the action

Proposal N°

Participant's name

Total EU Contribution

Participant EU Contribution

Accountancy information

Account Starting Date

Account Ending Date

Account duration

Cash Accounting ☐

New entity ☐

Date of incorporation

Currency € Euro

Euro Rate 1

SAMPLE

Chafea Financial Viability Form

Balance sheet of the two last accounting years

Assets	In currency unit		In Euro	
1. Unpaid subscribed capital				
2. Fixed assets (2.1 + 2.2 + 2.3)				
2.1 Intangible fixed assets				
2.2 Tangible fixed assets				
2.3 Financial assets				
3. Current assets (3.1 + 3.2.1 + 3.2.2 + 3.3 + 3.4)				
3.1 Stocks				
3.2.1 Debtors due after one year				
3.2.2 Debtors due within one year				
3.3 Cash at bank and in hand				
3.4 Other current assets				
Total assets (1 + 2 + 3)				

SAMPLE

Chafea Financial Viability Form

Balance sheet of the two last accounting years

Liabilities	In currency unit		In Euro	
4. Capital and reserves (4.1 + 4.2 + 4.3 + 4.4)				
4.1 Subscribed capital				
4.2 Reserves				
4.3 Profit and loss brought forward from the previous years				
4.4 Profit and loss brought forward for the financial year +/-				
5. Creditors (5.1.1 + 5.1.2 + 5.2.1 + 5.2.2)				
5.1.1 Long term non-bank debt				
5.1.2 Long term bank debt				
5.2.1 Short term non-bank debt				
5.2.2 Short term bank debt				
Total liabilities (4 + 5)				

SAMPLE

Chafea Financial Viability Form

Profit and loss account of the two last accounting years

Profit and loss account	In currency unit		In Euro	
6. Turnover				
7. Variation in stocks +/-				
8. Other operating incomes				
9. Costs of material & consumables				
10. Other operating charges				
11. Staff costs				
12. Gross operating profit (6 + 7 + 8 - 9 - 10 - 11)				
13. Depreciation and value adjustments on non-financial assets				
14. Net operating profit (12 - 13)				
15. Financial income & value adjustments on financial assets				
16. Interest paid				
17. Similar charges				
18. Profit/Loss on ordinary activities (14 + 15 - 16 - 17)				
19. Extraordinary income and charges +/-				
20. Taxes on profits +/-				
21. Profit/Loss for the financial year (18 + 19 - 20)				

Date and signature of the participant's accounting manager or similar function

SAMPLE

Chafea Financial Viability Form

For Chafea Internal Use Only

Primary Criteria			
Equity 1	Equity > 0,2 x Total EC Contribution?	Equity	0,2 x Total EC Contribution
Equity 2	Equity > 0,2 x Participant EC Contribution?	Equity	0,2 x Participant EC Contribution
Ratio 1	Working		>0,00

Seconday Criteria			
Ratio 2	Capital & Reserve (without subscribed capital)		>0
Ratio 3	Profit and loss for the year		>0
Ratio 4	Financial Autonomy		>0

For information			
Ratio 5	Gross Operating Profit		>0
Total assets = Total liabilities		Total Assets	Total Liabilities

Due to the type of the form (XFA form) IT IS NOT ALLOWED to attache this document as it is, directly in SEP.

Only flat PDF's (not dynamic PDF) is accepted.

Please print and scan the document in PDF format or
print it using the virtual Adobe printerif you have the professional version of Acrobat or
another virtual printer
for the submission

CLICK HERE TO PRINT THE VERSION TO ATTACH TO SEP.

SAMPLE

Detailed Budget Table

Acronym		ID Proposal	

Headings	Years	A. Direct personnel costs	B. Direct cost of subcontracting	C. Other direct costs	TOTAL
1. Project coordination					
Personnel cost of the proposing organisation(s)					
	Year 1				
	Year 2				
	Year 3				
Other costs of project coordination					
	Year 1				
	Year 2				
	Year 3				
TOTAL					
2. Public relations					
Continuous PR activities (PR office)					
	Year 1				
	Year 2				
	Year 3				
Press events					
	Year 1				
	Year 2				
	Year 3				
TOTAL					

SAMPLE

Headings	Years	A. Direct personnel costs	B. Direct cost of subcontracting	C. Other direct costs	TOTAL
3. Website, social media					
Website setup, updating, maintenance					
	Year 1				
	Year 2				
	Year 3				
Social media (accounts setup, regular posting)					
	Year 1				
	Year 2				
	Year 3				
Other (mobile apps, e-learning platforms, webinars, etc.)					
	Year 1				
	Year 2				
	Year 3				
TOTAL					
4. Advertising					
Print					
	Year 1				
	Year 2				
	Year 3				
TV					
	Year 1				
	Year 2				
	Year 3				
Radio					
	Year 1				
	Year 2				
	Year 3				
Online					
	Year 1				
	Year 2				
	Year 3				
Outdoor, cinema					
	Year 1				
	Year 2				
	Year 3				
TOTAL					
5. Communication tools					
Publications, media kits, promotional merchandise					
	Year 1				
	Year 2				
	Year 3				
Promotional videos					
	Year 1				
	Year 2				
	Year 3				
TOTAL					

SAMPLE

Headings	Years	A. Direct personnel costs	B. Direct cost of subcontracting	C. Other direct costs	TOTAL
6. Events					
Stands at trade fairs					
	Year 1				
	Year 2				
	Year 3				
Seminars, workshops, B2B meetings, trainings for trade/cooks, activities in schools					
	Year 1				
	Year 2				
	Year 3				
Restaurant weeks					
	Year 1				
	Year 2				
	Year 3				
Sponsorship of events					
	Year 1				
	Year 2				
	Year 3				
Study trips to Europe					
	Year 1				
	Year 2				
	Year 3				
Other events					
	Year 1				
	Year 2				
	Year 3				
TOTAL					
7. Point-of-sale (POS) promotion					
Tasting days					
	Year 1				
	Year 2				
	Year 3				
Other: promotion in retailers' publications, POS advertising (shelf talkers, posters, etc.), promotion in canteens					
	Year 1				
	Year 2				
	Year 3				
TOTAL					
8. Other activities					
Other activities					
	Year 1				
	Year 2				
	Year 3				
TOTAL					
9. Evaluation of results					
Evaluation of results					
	Year 1				
	Year 2				
	Year 3				
TOTAL					

SAMPLE

Headings	Years	A. Direct personnel costs	B. Direct cost of subcontracting	C. Other direct costs	TOTAL
Other eligible costs of PO					
Other eligible costs of PO (audit certificates, guarantee for prefinancing, non-recoverable VAT)					
	Year 1				
	Year 2				
	Year 3				
TOTAL					
Total all headings	Year 1				
Total all headings	Year 2				
Total all headings	Year 3				
SUB-TOTAL					
Indirect costs of POs (max. 4 % of direct personnel costs of POs)					
GRAND TOTAL					

Due to the type of the form (XFA form) IT IS NOT ALLOWED to attach this document as it is, directly in SEP.

Only flat PDF's (not dynamic PDF) is accepted.

Please print and scan the document in PDF format or
print it using the virtual Adobe printer if you have the professional version of Acrobat or another virtual printer
for the submission.

CLICK HERE TO PRINT THE VERSION TO ATTACH TO SEP.

SAMPLE

Annex VII: Additional information on award criteria

As mentioned in the call, Part B of the application serves to evaluate the proposal against the award criteria.
More specifically, each proposal will be assessed according to the criteria and sub criteria set out in the table below, while a threshold is also set for each of the main award criteria. The following sub-criteria shall be taken into account in the assessment of the quality of the proposals:

CRITERIA	SUB-CRITERIA
1. UNION DIMENSION	**Max. point: 20** **Threshold: 14**
(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	• The proposal fits well the specific objectives and aims set in the legal base, and adequately addresses the chosen thematic priority and topic of the call for proposals. • The relevant aspects are well translated into the programme strategy, activities and messages.
(b) Union message of the campaign	• Proposal clearly describes the foreseen main Union message and how the programme will disseminate information on and promote one or several specific features of EU agricultural production methods and products. Programme messages make reference to Europe in general, to the EU, to the CAP, EU legislation, EU products or EU production standards.
(c) Impact of project at Union level	• Programme is of significant scale and has a potential to increase demand and/or market share. • Programme has significant coverage (e.g. number and/or relative share of consumers/importers/buyers targeted; etc.) • Impact of the programme is quantified on the level of the proposing organisation(s) and/or the Member State of the proposing organisation(s). • Programme has potential to benefit other EU producers from the same or other product sector(s). • In case of continuation of previous co-financed campaigns, their impact and the reason for continuation are clearly described. • Sustainability in terms of economic, social and environmental aspects is sufficiently taken into account. If applicable, added value in terms of employment is described.
2. QUALITY OF THE TECHNICAL PROPOSAL	**Max. point: 40** **Threshold: 24**
(a) Quality and relevance of the market analysis	• The market analysis covers target market(s) of the proposal; it is based on sound market research data and/or import/export figures, which have been quoted in the proposal. • The market analysis points out to trends and challenges to be tackled by the programme: they are presented in a coherent SWOT analysis. • The market analysis describes the competitive position of the proposing organisation(s) and the products to be marketed, of other EU suppliers as well as of their

	competitors from third countries. • The market analysis identifies and describes well the target groups of the programme. • The market analysis describes the structure and functioning of distribution and retail channels. • Regarding third country markets, there is reference to import conditions, such as tariff and non-tariff barriers.
(b) Coherence of the programme strategy, objectives, target groups and key messages	• The programme objectives are coherent with the market and SWOT analysis. • The programme objectives are specific, measurable, achievable, result-focused and time-bound (SMART). • The strategy addresses the challenges identified in the market analysis and is coherent with the programme objectives. • The strategy and key messages are adapted to all targeted markets and target groups.
(c) Suitable choice of activities with respect to objectives and programme strategy, adequate communication mix, synergy between the activities	• The activities and communication-mix correspond well with the programme objectives, strategy and target groups. • The planned activities strengthen each other. • If the programme will be running in parallel with other private or public campaigns, it is designed in a way to create synergies with these campaigns.
(d) Concise description of activities and deliverables	• Activities are well described in order to answer the questions: who, what, when, where, why? The description is detailed enough to estimate their cost-efficiency.
(e) Quality of the proposed evaluation methods and indicators	• Evaluation includes a study to evaluate the programme's impact undertaken by an independent external body. • The methodology is in line with the one suggested in Annex III. • The proposed indicators are aligned with the principles exposed in Article 22 of the Commission Implementing Regulation (EU) 2015/1831. • Baseline and target values are proposed for the planned indicators.
3. QUALITY OF THE PROJECT MANAGEMENT	**Max. point: 10** **Threshold: 6**
(a) Project organisation and management structure	• The management structure and roles of the staff involved with programme implementation are clearly described. • The division of tasks between the implementing/evaluation bodies and applicants is clearly defined. • An efficient internal coordination strategy in terms of managing different partners and implementing bodies is

	defined. • Adequate competitive procedures for selecting implementing and evaluation bodies are described.
(b) Quality control mechanisms and risk management	• Appropriate procedures for supervising the work of implementing bodies and other subcontractors are defined. Both quality of deliverables and respect of timing and budget will be monitored. • Adequate major risks which could hamper the outcome of the project are identified and correctly classified and mitigating actions to be put in place are presented.
4. <u>BUDGET AND COST EFFECTIVENESS</u>	**Max. point: 30** **Threshold: 18**
(a) Justification of the overall level of investment	• The level of investment proposed is justified by the expected return on investment (for promotion programmes) and/or increase of awareness (for information programmes) and is in line with the programme objectives established by the applicants. • The return on investment is calculated at the level of the applicant organisation(s) and/or their Member State.
(b) Suitable allocation of budget in relation to the objectives and scope of the activities	• The budget is efficiently split between the activities. • The budget allocated to activities is commensurate with the described strategy and the expected impact.
(c) Clear description of the estimated costs and accuracy of the budget	• For each deliverable, costs are described and presented by using unit costs. • There are no errors in the analysis of costs in part B and in the detailed budget table. • Detailed budget table is reconciled with the budget presented in Part A of the proposal, and with the description in Part B, Section 6.
(d) Consistency between the estimated costs and deliverables	• The costs of the activities are coherent with the description and scope of the deliverables. • Unit costs of individual activities are comparable to the usual market rates in the target country. • In case product samples are used, their quantity is proportional to the number of tasting days and their unit price is justified.
(e) Realistic estimation of costs of project coordination and of activities implemented by the proposing organisation, including number and rate of person/days	• The number of person-days estimated for activities implemented by the applicant(s) is proportional to the level of its (their) involvement in the programme implementation; their rates are justified.
TOTAL	**Max. point: 100** **Threshold: 62**