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**copa** \* **cogeca**  
european farmers      european agri-cooperatives

# The new promotion policy

WP on Promotion, February 2016  
Copa-Cogeca Secretariat

# The new EU Promotion Policy

## *Legislative acts*

- Regulation (EU) No 1144/2014 on information provision and promotion measures (basic act) was finally published in the Official Journal on 4<sup>th</sup> November 2014
- Delegated act, implementing act and annual work programme published on 13 October
- **Applying from 1.12.2015**

### **Objectives:**

- ❖ To enhance the competitiveness of the Union agricultural sector
- ❖ To increase awareness of the merits of Union agricultural products and of the high standards applicable to the production methods in the Union
- ❖ To increase the consumption of Union agricultural products and certain food products
- ❖ To increase the awareness and recognition of Union quality schemes
- ❖ To increase the market share of Union agricultural products
- ❖ To restore normal market conditions in the event of serious market disturbance, loss of consumer confidence or other specific problems

# The new EU Promotion Policy for agricultural products

## *Types of actions*

### ➤ Different types of actions:

#### 1) Information and promotion programmes:

- 1 to 3 years
- Submitted by proposing organisations
- SIMPLE PROGRAMME -> One or more Proposing Organisations from the same Member State
- MULTI PROGRAMME -> Several Proposing Organisations from several Member States + EU Organisations

#### 2) Commission initiatives:

- Information and promotion measures:
  - High-level missions
  - Participation in trade fairs
  - Own campaigns
- Technical support services

# The new EU Promotion Policy for agricultural products

## Eligible products

### ➤ Eligible products and schemes:

- All agricultural products of Annex I to the TFEU, excluding tobacco
- Open to certain processed products listed in Annex I of the regulation 1144/2014 (beer, chocolate, pasta, sweet corn, cotton, etc.)
- Spirits with a Protected Geographical Indication
- Wine – associated to another product or alone if subject of a multi-country programme (basket approach)
- Fisheries and aquaculture products – if associated to another product (basket approach)
- Schemes: EU quality schemes, organic, RUP, national quality schemes

# The new EU Promotion Policy for agricultural products

## ➤ EU Cofinancing rates:

- The national co-financing disappears thereby creating a level playing field
- The EU co-financing rates are significantly higher in comparison to the previous regime
  - The EU co-financing rate is 70% for simple programmes
  - 80% for multi programmes and simple programmes targeting third countries
  - 85% for programmes in case of serious market disturbance
  - There is also a 5 % for beneficiaries from MS under financial assistance

# The new EU Promotion Policy for agricultural products

## *Proposing organisations*

### ➤ **Proposing organisations:**

- Trade or inter-trade organisations representative of the sector(s) concerned at MS
- Trade or inter-trade organisations at EU level:
  - *A trade or intertrade organisation shall be deemed to be representative where it accounts at least 50% as a proportion of the number of producers, or 50% of the volume or marketable production of the products per sector concerned - > Lower % may be accepted if justified*
- Producer organisations
- Agri-food sector bodies with public service mission in charge of promotion of agricultural products (i.e. Chamber of agriculture)



**The new promotion policy**  
*Calls for proposals for simple and multi programmes*

## Relevant documents

To know more about the new Promotion Policy, please check the following documents:

- Regulation (UE) 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 and repealing Council Regulation (EC) No 3/2008 (Basic act) [PPA\(14\)8341 \(rev.1\)](#)
- The new promotion policy: synoptic presentation (DG AGRI) [NCN\(15\)8003 \(rev.1\)](#)
- Commission Delegated Regulation (EU) 2015/1829 supplementing Regulation (EU) No 1144/2014 of the EP and of the Council on information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries [PPA\(15\)7974 \(rev.1\)](#)
- Commission Implementing Regulation (EU) 2015/1831 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 [PPA\(15\)7977 \(rev.1\)](#)
- Commission Implementing Decision on the adoption of the work programme for 2016 in the framework of information provision and provision measures concerning agricultural products implemented in the internal market and in third countries [COM\(15\)8006 \(rev.1\)](#) & [COM\(15\)8007 \(rev.1\)](#).
- Questions & Answers : Reform of the policy on information and promotion measures for agricultural products on the internal market and in third countries: the Commission has adopted the annual work programme, as well as the implementing act and the delegated act [NCN\(15\)8004 \(rev.1\)](#)
- GUIDE FOR APPLICANTS: Simple programmes and Multi programmes [PPA\(16\)1077 \(rev.1\)](#) and [PPA\(16\)1078 \(rev.1\)](#)



# Call for simple programmes

## ❖ Timetable:

Stages	Date and time or indicative period
Publication of the call	4.2.2016
<b>Deadline for submitting applications</b>	<b>28.4.2016</b>
Evaluation period (indicative)	29.4 - 31.8.2016
Information to applicants (indicative)	< 30.9.2016
Decision by the Commission (indicative)	< 30.11.2016
Signature of the contract with Member State (indicative)	< 28.2.2017
Starting date of the action (indicative)	> 1.12.2016

# Call for multi programmes

## ❖ Timetable:

Stages	Date and time or indicative period
Publication of the call	4.2.2016
Deadline for submitting applications	28.4.2016
Evaluation period (indicative)	29.4 - 31.8.2016
Information to applicants	< 23.9.2016
Signature of the grant agreement	< 23.12.2016
Starting date of the action (indicative)	> 1.01.2017

# Call for proposals

## *Guidelines for applicants*

### **Submission completion:**

- [http://ec.europa.eu/chafea/agri/index\\_en.html](http://ec.europa.eu/chafea/agri/index_en.html)
- The Electronic Submission system enables you to replace/update the proposal at any time
- You can indeed submit your proposal several times before the call deadline, e.g. to make updates or changes
- After the deadline for the submission of the proposals, changes or additions are not longer possible
- While submitting the proposal, the Electronic Submission System will carry out basic verification checks: completeness of the proposal, internal data consistency, size limitations, etc
- Please do not send your proposal to CHAFEA as only submissions via the Electronic Submission System shall be considered
- Once submitted, applicants will receive an acknowledgement of receipt

# Call for proposals

## Guidelines for applicants

### Language's regime:

#### **For simple programmes:**

- 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

- Besides, 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 accompany the proposal if it is written in another EU official language

#### **For multi programmes:**

- Even though proposals may be submitted in any of the official languages of the European Union, applicants are encouraged to submit their proposal in English to facilitate processing of the application including its review by independent experts who provide technical input to the evaluation. In addition, applicants should be aware that CHAFEA will, in principle, use English to communicate with beneficiaries regarding the follow up and the monitoring of the co- financed actions (grant management stage)

- An English translation of the technical part (Part B) should preferably accompany the proposal if it is written in another EU official language

# Call for proposals

## *Guidelines for applicants*

Elements to take into account before drafting the proposal:

- ❖ **Relevance:** check that your intended proposal does indeed address the Topic indicated in the call for proposals. Proposals falling out of scope of the call for proposals will be rejected due to not reaching the threshold level for the relevant award criterion
- ❖ **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
- ❖ **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 outcomes, as described in the additional information on award criteria

# Call for proposals

## *Guidelines for applicants*

### **Part A – Administrative information**

To submit a proposal – applicants must have performed a financial viability self-check:  
<http://ec.europa.eu/research/participants/portal/desktop/en/organisations/1fv.html>

### **Section 1: General information**

- To provide the acronym, proposal title, duration, free keywords as well as an abstract of the proposal in english
- Several declarations to be signed

### **Section 2: Administrative data on proposing organisation(s)**

- The coordinator/applicant will encode the PIC code of his/her organisation and of every other applicant. Please note that the PIC is the Participant Identification Code received after the registration in the Beneficiary Register

# Call for proposals

## Guidelines for applicants

### Part A – Administrative information (cont.)

#### Section 3: Budget

Under this section, applicants must fill in a budget overview table:

#### 3 - Budget for the proposal

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 (%) <sup>1</sup>	Maximum EU contribution	Requested Grant <sup>2,3</sup>	Income generated by the action	Financial contributions given by third parties to the beneficiary	Action's total receipts	
			(a)	(b)	(c)	(d) = 0.04 * (a)								(e) = (a)+(b)+(c)+(d)
1			0,00	0,00	0,00	0,00	0,00		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.

# Call for proposals

## *Guidelines for applicants*

### Part A – Administrative information (cont.)

#### **Section 4: Information about the action**

Please indicate:

- The target countries of the proposal
- The scheme to be promoted
- The products to be promoted



# Call for proposals

## *Guidelines for applicants*

### **Application form: Part B – Technical content:**

- The proposal can be written in any word processing tool -> Nevertheless, once completed, the up-loading into the Electronic Submission System is only possible in PDF format
- Part B should not have more than 70 pages
- The minimum font size allowed is 11 points. The page size is A4 and all margins should be at least 15 mm
- Excess pages will overprinted with a watermark and disregarded

# Call for proposals

## *Guidelines for applicants*

### **Application form: Part B – Technical content (cont.):**

#### **Section 1. Presentation of the proposing organization(s):**

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

#### **Section 2. Products/schemes and market analysis:**

- The analysis presented in this section serves as a basis for the definition of action objectives and strategy
- It will be indicated the products or schemes that will be promoted or informed upon by the action.
- Applicants will have to provide the necessary information to describe the market and/or awareness situation in the target market by replying to questions such as; supply (market structure, market position of EU producers, challenges, etc), demand, etc.

# Call for proposals

## *Guidelines for applicants*

### Application form: Part B – Technical content (cont.):

#### **Section 3. Action objectives:**

Applicants will have to specify the objectives of the action in terms of concrete and quantified targets. Up to 3 main action objectives should be described.

Objectives should be SMART:

**Specific:** objectives must be precise in order to be understood clearly

**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 realistic

**Results-focused:** goals should measure outcomes, not activities

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

# Call for proposals

## *Guidelines for applicants*

### Application form: Part B – Technical content (cont.):

#### **Section 4. Action strategy:**

- Based on the market analysis, applicants have to describe how they intend to reach the action objectives
- The description will have to list and describe the target groups of the action – how the strategy will be tailored to each of them
- If the strategy is targeting more than one country - how the strategy will be adapted?
- Description of the communication strategy – compliance with the legislation

#### Specific messages:

- Origin – necessary to comply with the requirements (articles 2-4 of the Regulation 2015/1831)
- Brands – if the programme is going to display brands – important to look at the conditions under which brands can be mentioned (articles 6, 7 and 8 of Regulation 2015/1831)

# Call for proposals

## *Guidelines for applicants*

### **Application form: Part B – Technical content (cont.):**

#### **Section 5. EU dimension of the action:**

Describe any benefits that will be derived from the action at EU level – How will other EU producers benefit from the action?

To reply – What is the dimension of the action in terms of:

- disseminating information on European production standards, quality and safety standards applicable to European food products, European dietary practices and culture;
- raising awareness of European products among the general public and in trade circles;
- providing synergies between organisations in more than one Member State;
- promoting the image of European products on the international markets.

# Call for proposals

## Guidelines for applicants

### Section 6. Description of activities and analysis of budget positions:

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

Template for description of activities:

<b>Activity title</b>	
<b>Specific objectives</b>	<ul style="list-style-type: none"><li>- which result indicators are linked to this activity?</li></ul>
<b>Description of activity</b>	<ul style="list-style-type: none"><li>- give a concise description of the activity, including its link to the action strategy, target groups of the activity, etc.</li></ul>
<b>Deliverables</b>	<ul style="list-style-type: none"><li>- for each action year, list the deliverables (via output indicators) of the action; payment will be linked to deliverables</li></ul>
<b>Budget analysis</b>	<ul style="list-style-type: none"><li>- budget should be linked to the deliverables of the action; this should be clear from the budget analysis;</li><li>- give estimated costs at least on the level of each deliverable</li></ul>
<b>Implementation</b>	<p>Who will execute the activity?</p>

# Call for proposals

## Guidelines for applicants

### Section 7: Measurement of results and action indicators

Define a list of result and impact indicators (Impact indicators should be identical or closely linked to the SMART objectives of the action)

Describe in details the methodology for measuring including when evaluations will be carried out

The relationship between the output, result and impact indicators:

- **Output indicators:** Are the activities implemented according to the programme?
- **Result indicators:** Are the activities implemented with a foreseen outcome?
- **Impact indicators:** Are the objectives of the programme being met?

Type of indicator	Indicator	Quantity
Output	Nr of TV spots aired	50
Result	Nr of exposures generated with the TV spots	20,000,000
Impact	Awareness change – Nr of people effectively reached/changed opinion	2,000,000

# Call for proposals

## *Guidelines for applicants*

### **Section 8: Action organization and management structure**

- Applicants must demonstrate in this section the professional competencies and 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 primarily responsible for managing and implementing the proposed action;
  - The proposing organisation(s) activity report or a description of activities performed in connection to the operating areas that are eligible for co-financing.
- 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 information provision and promotion measures.



# Call for proposals

## *Guidelines for applicants*

### **Section 8: Action organization and management structure (cont.)**

In addition, the following elements should be included:

- Describe how you will ensure that the action is implemented on time and within the budget set, and that its objectives are met.
- 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 linked to targeted third countries). How will they be addressed, which mitigating measures will be put in place?
- comment on the result of the self-check on financial viability. In particular if the result is "weak", explain how is the liquidity going to be provided (in addition to pre-financing), e.g. by own funds or by bank loan

# Call for proposals

## *Guidelines for applicants*

### **Section 9: Additional information**

- Mention any additional information that you consider relevant

# Call for proposals

## Guidelines for applicants

### Annexes:

- The following annexes should be uploaded to complete your application:

Annex title	Template	Language requirement
Legal entity information	No	<ul style="list-style-type: none"> <li>- May be submitted in any EU official language</li> <li>- Preferably accompanied by an English translation or at least an English summary of submitted documents</li> </ul>
Information on representativeness	Yes	<ul style="list-style-type: none"> <li>- May be submitted in any EU official language and preferably accompanied by an English translation</li> </ul>
Information on financial capacity	Partial	<ul style="list-style-type: none"> <li>- May be submitted in any EU official language, no need to translate</li> </ul>
Audit reports, for proposing organisations requesting a grant > 750,000 EUR	No	<ul style="list-style-type: none"> <li>- May be submitted in any EU official language, no need to translate</li> </ul>
Identical text of Part B in English	Yes	In English
Budget per activity	Yes	<ul style="list-style-type: none"> <li>- May be submitted in any EU official language, no need to translate</li> </ul>



**CHAFFEA**

WP on Promotion, February 2016  
Copa-Cogeca Secretariat

## The new EU Promotion Policy for agricultural products

### *The setting up of the Executive Agency CHAFFEA*

- The Consumers, Health, Agriculture and Food Executive Agency is an executive agency of the European Commission
- From 2016, it will also implement the promotion programmes concerning agricultural products
- Based in Luxembourg
- Staff: ~50
- Manages nearly 500 public health actions: projects, operating grants, conferences, joint actions, international agreements and service contracts under the Health Programme
- Administers relationships with diverse types of beneficiaries: non-governmental organisations, public sector bodies, public administrations, universities, higher education establishments, commercial firms from all EU member states, with different capacities, experience and working cultures

# The new EU Promotion Policy for agricultural products

## *The setting up of the Executive Agency CHAFFEA*

### **Tasks related to co-financed promotion programmes:**

- Publication of calls for proposals (simple and multi)
- Q&A concerning the call (helpdesk)
- Evaluation of proposals (external experts)
- Awarding grants for multi programmes
- Management of multi programmes

# The new EU Promotion Policy for agricultural products

## ➤ **New selection procedure:**

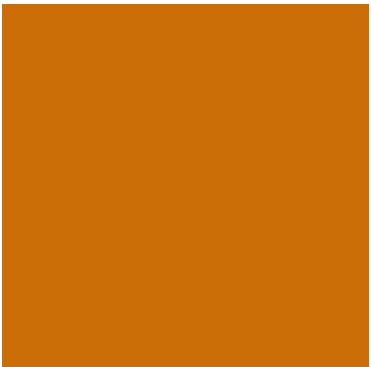
- Programme directly submitted to European Commission -> Meaning end of national cofinancing
- 1 Selection per year based on priorities established in Annual Work programme
- Implementation adapted to the specificities of simple-multi programmes:
  - Simple programmes – Shared management with Member States
  - Multi programmes – Direct management by the Commission

# The new EU Promotion Policy for agricultural products *Selection*

- 3 independent experts will examine the proposal following award criteria
- Part B of the application serves to evaluate the proposal against the award criteria
- Generally, projects are expected to have an efficient management structure, a clear strategy and a precise description of expected results
- The content of each proposal will be assessed according to the following criteria and sub criteria:

Criteria	Maximum points	Threshold
Contribution to general and specific objectives of information provision and promotion measures and relevance of the content and objectives of the proposals to the priorities, objectives and expected results announced under thematic priority described in the annual work programme	20	14
Technical quality of the project	40	24
Management quality	10	6
Cost-effectiveness	30	18
<b>TOTAL</b>	<b>100</b>	<b>62</b>





# Technical support

WP on Promotion, February 2016  
Copa-Cogeca Secretariat

# The new EU Promotion Policy for agricultural products

## *Future technical support*

- **The Commission intends to develop technical support services, in particular with a view to:**
  - encouraging awareness of different markets by providing country, market research and statistical reports on key target countries listed in the annual work programme,
  - maintaining a dynamic professional network around information and promotion policy, including providing advice to the sector and best practices
  - improving knowledge of Union rules concerning programme development and implementation, mainly by providing adequate information online, organising or participating in events and fostering the development of a network of agro-food operators

# The new EU Promotion Policy for agricultural products

## *Future technical support*

- For questions on the online submission tools, please contact the IT helpdesk via the [Participant Portal](#)
- For non-IT related questions, a helpdesk at the Chafea is available at: +352 4301 36611, weekdays between 9.30 – 12.00 and 14.00 – 17.00. E-mail address: [CHAFEA-AGRI-CALLS@ec.europa.eu](mailto:CHAFEA-AGRI-CALLS@ec.europa.eu)
- The helpdesk is unavailable on weekends and public holidays



# Annual Work Programme (AWP) 2016 & Preparation of AWP for 2017

WP on Promotion, February 2016  
Copa-Cogeca Secretariat

# The new EU Promotion Policy for agricultural products

## Annual Work Programme

- **Annual Work Programme -> Adoption every year!**
  - To increase the number of activities aimed at third countries where there is the highest potential of growth and;
  - in the internal market, to inform consumers about the high standards of EU products, notably the EU quality logos;
- **How it was defined in 2016:**
  - The objectives of the Regulation itself: (i) increase the number of activities aimed at third countries where there is the highest potential of growth and (ii) in the internal market, inform consumers about the high standards of EU products, notably the EU quality logos
  - For third countries, a macro-economic analysis on projected increase in imports for a selection of products suitable for inclusion in promotion programmes on existing or emerging markets, peered with imports' growth potential, as well as a policy evaluation on FTAs or expected removal of SPS barriers;
  - Specific market situation of the milk and pig meat sectors
  - Contributions from the sector

# The new EU Promotion Policy for agricultural products

## *Annual Work Programme*

- The amount allocated for multi-programmes will increase significantly in the coming years as envisaged in the reform: from around 50 million in 2017 to around 100 million as from 2019

How to improve the networking for multi-programmes?



- **Flexibility between the amounts:**

If for a given topic there are not enough proposals on the ranked list to exhaust the whole foreseen amount; the remaining amount may be reallocated to other topics according to the following criteria:

- The total of the remaining foreseen amount for the three topics on the internal market shall be allocated to the projects targeting the internal market with the highest quality score, irrespective of the topic for which they have applied
- The same approach shall be taken for proposals targeting third countries

# The new EU Promotion Policy for agricultural products

## Annual Work Programme for 2016

	Amount foreseen
<b>Simple programmes - Internal Market</b>	<b>€26 M</b>
Action 1* - Information and promotion programmes aiming at increasing the awareness and recognition of Union quality schemes as defined in Article 5(4)a,b and c of Regulation (EU) 1144/2014	€10 M
Action 2* - Information and promotion programmes aiming at highlighting the specific features of agricultural methods in the Union and the characteristics of European agricultural and food products	€7 M
Action 3- Information and promotion programmes on milk/dairy, pig meat products or a combination of those two	€9 M
<b>Simple programmes - in Third countries</b>	<b>€68 M</b>
Action 4* - Information and promotion programmes targeting China, Japan, South Korea and customs territory of Taiwan	€12 M
Action 5* - Information and promotion programmes targeting USA and/or Canada	€12 M
Action 6* - Central and South America and the Caribbean	€7 M
Action 7* - South East Asia, meaning Brunei, Cambodia, Indonesia, Lao, Malaysia, Myanmar, Philippines, Singapore, Thailand, Timor Leste and Vietnam	€7 M
Action 8* - Africa and Middle East	€4,5 M
Action 9* - other geographical areas	€4,5 M
Action 10 - Information and promotion programmes on milk/dairy products, pig meat products or a combination of those two targeting any third country	€21 M
<b>Multi programmes</b>	<b>€14 M</b>
<b>Simple programmes - in case of serious market disturbance</b>	<b>€3 M</b>
<b>*These programmes shall not cover milk/dairy products, pig meat products or a combination of those two. They may however cover milk/dairy products, pig meat products or a combination of those two if they are associated with other products.</b>	<b>Total €111 M</b>

# The new EU Promotion Policy for agricultural products

## *Annual Work Programme for 2017*

### **Annual Work Programme for 2017 - Preparation of Copa and Cogeca contribution:**

- To analyse the priorities:
  - Basic act: external market, etc...
  - Markets opportunities : FTA, Iran, etc...
  - Sector under constraints : dairy, meat, etc...
- Total amount for 2017? Still to be determined (total amount in phasing-in, in accordance with the path of the reform)
- Reminder for 2016 : TOTAL 111 M€ = 81 M€ (initially) + 30 M€ (milk/pig)
- Multi programmes : Significant increase of the amount compared to 2016 (Reminder Financial Statement accompanying the reform in 2017: 55 M€ for the total direct expenditure, including own Commission initiatives and contribution to CHAFEA)
- Preference is given to geographical priorities, unless for sector(s) seriously hit by market disturbances