



Promotion of agricultural products

Regulation (EU) N°
1144/2014



Info-day Portugal
Lisbon, 20 February 2020

Vincenza FERRUCCI
European Commission- Chafea

General overview on the promotion policy

Annual Work Programme 2020

Call for proposals 2020

Statistics (focus 2019)

Lessons learnt

Support available to potential candidates

Promotion policy – Legal basis

Basic act

Regulation (EU) No 1144/2014

In force since 1^o December 2015

Delegated and implementing acts

Commission Delegated Regulation (EU) 1829/2015

Commission Implementing Regulation (EU) 1831/2015

Annually

- Annual work programme
- Call for proposals (OJ C 12 of 14.01.2020)

Challenges ahead

- External evaluation on the promotion policy (*ongoing*) with Open public consultation to be published soon
- Report to the European Parliament and the Council end 2020

Policy's objectives (article 2)

**Targeted on EU
added value**



**Align with needs of
the sector**



**Greater
effectiveness**

- **Raise the awareness and the recognition of EU quality schemes** (PDO, PGI, STG, Organic, OMR logo)

- **Increase awareness** of the merits of **Union agri-products** and high standards of their production methods

- **Increase the competitiveness and consumption of EU agri-products**, to raise their profile inside and outside EU
- **Increase the market share of EU agri-products**, especially for those in third countries

Increased expenditure : 200M€

Eligible products and schemes



- ✓ All agricultural products covered excluding tobacco
- ✓ Open to certain processed products listed in Annex (beer, chocolate, pasta, sweet corn, cotton...)
- ✓ Spirits with a Protected Geographical Indication

- ✓ Wine:
 - ✓ Simple programmes = Basket approach
 - ✓ Multi programmes = Wine alone possible
 - ✓ On the internal market = Information on quality schemes or responsible consumption

- ✓ Fishery and aquaculture products : Basket approach

- ✓ Schemes : EU quality schemes, organic, RUP, national quality schemes

A wider list of eligible products including processed products.

Consistent with other CAP promotion measures and EU policy on alcohol consumption

Proposing organisations

- ✓ **Trade or inter-trade organisations** representative of the sector(s) concerned at MS
- ✓ **Trade or inter-trade organisations** at EU level
- ✓ **Producer organisations (PO – APO)**
- ✓ **Bodies with public service mission in charge of promotion of agricultural products** (example: Agence BIO, Chambers of Agriculture, etc.)



New beneficiaries coherent
with Single CMO post 2013

Eligible organisations

Must be **representative** of the sector or product(s) promoted

1) Trade or inter-trade organisations

- Rule of 50 % of the volume or value of marketable production of the product/s or sector concerned in the MS or at EU level;
- Recognised by the MS (R. EU n°1308/2013)

2) Groups Gis (R. EU n° 1151/2012):

- Rule of 50 % of the volume or value of marketable production of the product(s) with registered denomination

Flexibility for lower thresholds <50%: if specific circumstances justify treating the organisation as being representative

Eligible organisations

Must be **representative** of the sector or product(s) promoted

3) (Association of) producer organisation(s) recognised by the MS (articles 152 and 156 of R. EU n°1308/2013)

4) Agri-food sector bodies

Cumulative conditions need to be fulfilled:

- It is an agri-food sector body
- Its objective is to provide information on, and to promote, agricultural products
- It has been entrusted, by the Member State concerned, with a clearly defined public service mission in this area
- It has been legally established in the Member State in question at least two years prior to the date of the call for proposals
- It has representatives of the product(s) or sector concerned by the programme among its memberships

! exception for programmes carried out in response to a loss of consumer confidence

What is a promotion programme?

Programme shall consist of a **coherent set of operations** (Public relations, advertising, PoS promotion, events and fairs, etc.) and shall be implemented over a period of at least one but not more than three years.

It could be a B2B and/or B2C campaign.

Cofinancing rates 70% to 85%



No permanent support : A proposing organisation shall **not receive support** for information and promotion programmes on the same product or scheme, carried out in the same geographical market on **more than two consecutive occasions**.

Eligible activities (section 6.2 of the call)

Indicative list:

Management of project

Public relations (PR activities, Press events)

Website, social media (Website setup, updating, maintenance, Social media accounts setup, regular posting, Other - mobile apps, e-learning platforms, webinars, etc.)

Advertising (Print, TV, Radio, Online, Outdoor, Cinema)

Communication tools (Publications, media kits, promotional merchandise, Promotional videos)

Events (Stands at trade fairs, Seminars, workshops, B2B meetings, trainings for trade/cooks, activities in schools, Restaurant weeks, Sponsorship of events, Study trips to Europe)

Point-of-sale (POS) promotion (Tasting days, Other: promotion in retailers' publications, POS advertising)

Promotion policy: actions

Information and promotion programmes :

- ✓ 1 to 3 years
- ✓ Submitted by proposing organisations (PO)
- ✓ **SIMPLE programmes** : one or more PO from the same MS
- ✓ **MULTI programmes** : several POs from several MS + EU organisations

Commission initiatives :

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

Cofinancing rates for the promotion programmes

- ✓ ~~National cofinancing~~
- ✓ **EU cofinancing rates :**



	Type of programmes	
	Simple	Multi
Internal market	70%	80%
External market	80%	80%
<i>In case of serious market disturbance/ loss of consumer confidence</i>	85%	85%

+ 5% for MS under financial assistance

How to communicate on the eligible products or schemes?

✓ Union main message (EU)



✓ In the internal market, for **schemes as referred to in Article 5(4)** of Regulation (EU) No 1144/2014 :

- to focus on the(se) scheme(s) in its main Union message
- one or several products can illustrate(s) the(se) scheme(s)
- products shall appear as a secondary message in relation to the main Union Message



DISFRUTA LA RECETA DE EUROPA



**SUPERA LAS RECETAS
DE TU ABUELA
CON CARNE DE CONEJO
LIGERA, FÁCIL DE HACER
EN MIL RECETAS
Y DELICIOSA AL ESTILO
DE AYER Y ¡DE HOY!**



Hoy carne de conejo

CARNE DE CONEJO ¿CÓMO LO HACES HOY?

hoycarnedeconejo.eu

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INTERCUN



Organización
Interconsumidor
Consumo



CAMPAÑA FINANCIADA
CON LA AYUDA
DE LA UNIÓN EUROPEA

LA UNIÓN EUROPEA RESPALDA
LAS CAMPAÑAS QUE PROMUEVEN
LA CALIDAD DE LOS PRODUCTOS AGRÍCOLAS.



EU Message is prominent and not overshadowed by secondary messages.

- ✓ Includes specific **EU dimension** and it can be part of a campaign logo.
- ✓ The main EU message is neither the 'Enjoy it's from Europe' nor the EU emblem.

2 examples of campaign promoting EU quality schemes in the internal market



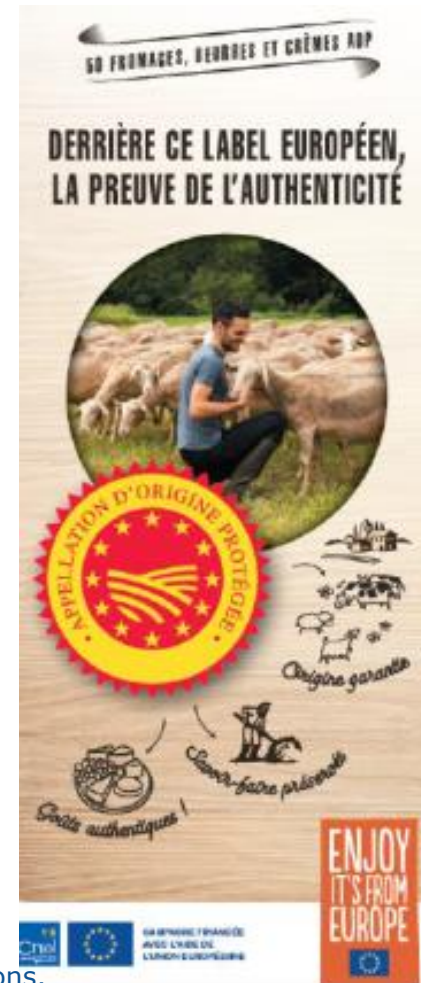
Looking for
THE PERFECT
FOOD
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MIGLIOR COME LA SEMPLICE

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IT'S FROM
EUROPE

CAMPAGNA FINANZIATA
CON L'AUTO
DELL'UNIONE EUROPEA



50 FROMAGES, BEURRE ET CRÈMES AOP

**DERRIÈRE CE LABEL EUROPÉEN,
LA PREUVE DE L'AUTHENTICITÉ**

ORIGINE GARANTIE

ENJOY
IT'S FROM
EUROPE

ENJOY
IT'S FROM
EUROPE

Mention of ORIGIN

The main message of the programme shall be a **Union message** and shall not focus on a specific origin.

The EU campaigns are not origin-oriented. The mention of the origin complements the main EU message as a secondary message

Only national (or supranational) origin is allowed, except where the origin is part of the name of EU quality schemes (PDO, PGI, STG, RUP)

It is allowed only for **visual** material and shall appear in a **separate area**

In internal market:

- **The mention is less prominent than the EU main message**

In third countries:

- **The mention may be on the same level as the EU main message**

Ex.: Internal market vs. Third countries

The content of this label represents the views of the author only and a teacher takes responsibility. The European Commission and the Commission with Agriculture and Food Executive Agency (CJAF/EFSA) do not accept any responsibility for any use that may be made of the information it contains.

Enjoy the European
Quality

Quality and taste from Italy and France



ENJOY IT'S FROM EUROPE



 CAMPAIGN FINANCED WITH AID FROM THE EUROPEAN UNION

THE EUROPEAN UNION SUPPORTS CAMPAIGNS THAT PROMOTE HIGH QUALITY AGRICULTURAL PRODUCTS.



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Enjoy the European
Quality with apples from
Italy and France

Quality and taste



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THE EUROPEAN UNION SUPPORTS CAMPAIGNS THAT PROMOTE HIGH QUALITY AGRICULTURAL PRODUCTS.



National origin/
secondary level

Same level as main EU message

Use of BRANDS

- The applicants justify at the stage of the proposal why the use of brands is necessary
- Their use during the campaigns implementation is limited to:
 - **Demonstrations** (fairs, B2B events, websites) and **tastings** (fairs, B2B events, points of sale) including information & promotional material displayed or distributed (excl. gadgets and mascots)
 - Allowed **only** for **visual material**
- **Minimum of 5 brands** (unless less brands on the market **and** not possible to build a multi-products or multi-country programme)
- Graphic presentation:
 - **Maximum of 5% of the total surface area**
 - **Each brand equally visible** in a neutral and identical way

FOCUS on: simple programmes

- ✓ Programme is of a **significant scale**
- ✓ In the **internal market**, programme has to be implemented:
 - In at least **2 Member States**, or
 - In a Member State other than the one of the proposing organisation/applicant [Transnational rule]
- ✓ The **transnational rule doesn't apply to the programmes on:**
 - EU quality schemes (letters a, b, c of the article 5.4)
 - Campaign conveying a message on the "**proper dietary practices**" (White paper EC - COM(2007)279)
- ✓ The applicant can execute part of the campaign, providing that:
 - The proposing organisation has at least 3 years of experience implementing similar measures;
 - Activities' costs not in excess of normal market rates.

Guidance on competitive procedure

Legal context

- ✓ Competitive procedure for the selection of implementing bodies
 - For the simple programmes (article 13 R. EU n° 1144/2014): selection before the signature of the GA
 - For simple programmes: Implementing regulation requires Member States to verify selection before signing the Grant Agreements

- ✓ Delegated act defines competitive procedure as ensuring
 - **best value for money**, or lowest price, and
 - **absence of conflict of interest.**

- When the contracting authority is a "body governed by public law": rules on public procurement according Directive 2014/24/EU

Guidance on competitive procedure

Member States are required to establish the competitive procedure for the selection of implementing bodies in case of simple programmes by taking account that

- the procedure is proportionate to the economic importance;
- while the fundamental principles of the EU Treaty are observed.

The **competitive procedure** should consist of at least:

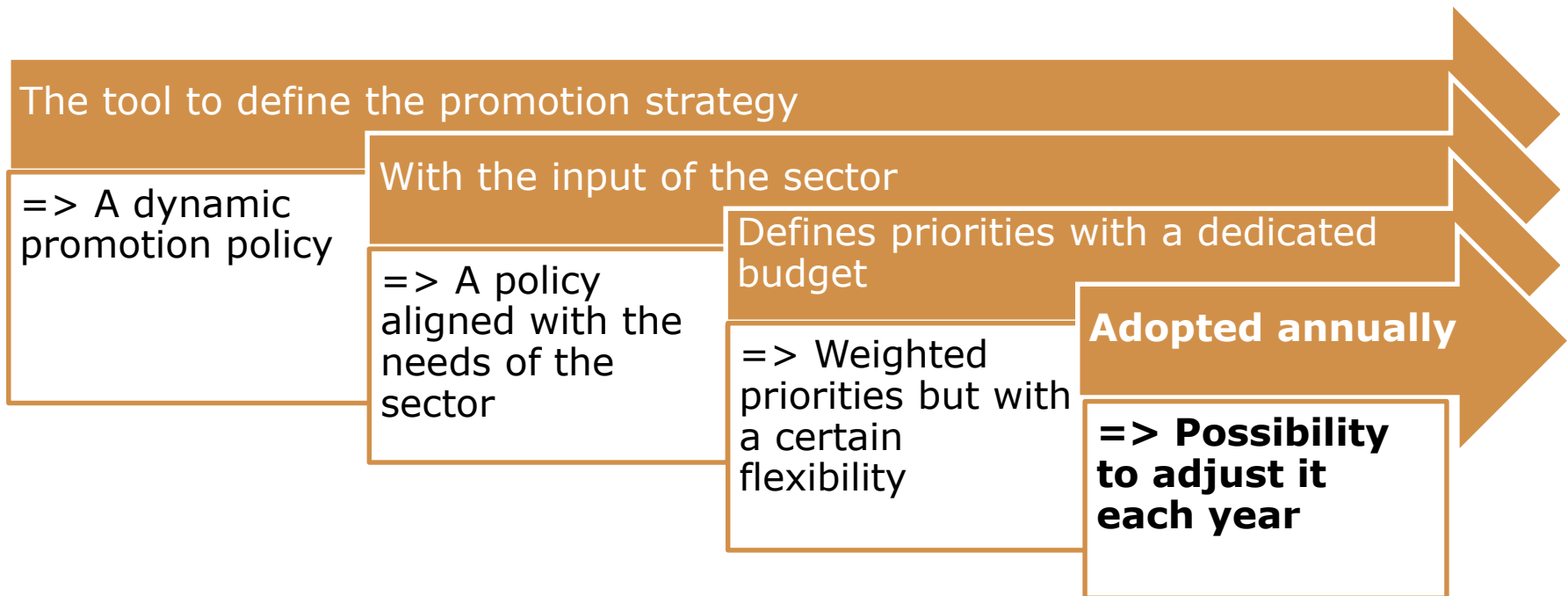
- the contract notice is published and adequately advertised;
- sufficient time for the receipt of tenders is provided;
- an objective and non-discriminatory evaluation of the tenders;
- the assessment of any possible conflict of interests.

'Quality' criteria of the activity that is to be subcontracted must be clearly defined.

https://ec.europa.eu/chafea/agri/sites/chafea/files/agri-2016-61788-00-00_ro.pdf

Annual Work Programme 2020

4. Annual Work Programme 2020



Annual Work Programme for 2020

Continuity with AWP 2019

Specificities:

- **Focus on specific sectors:**
 - for simple programmes/third countries: beef and veal
 - for multi programmes/internal market: fresh fruit & vegetables

Emphasis on:

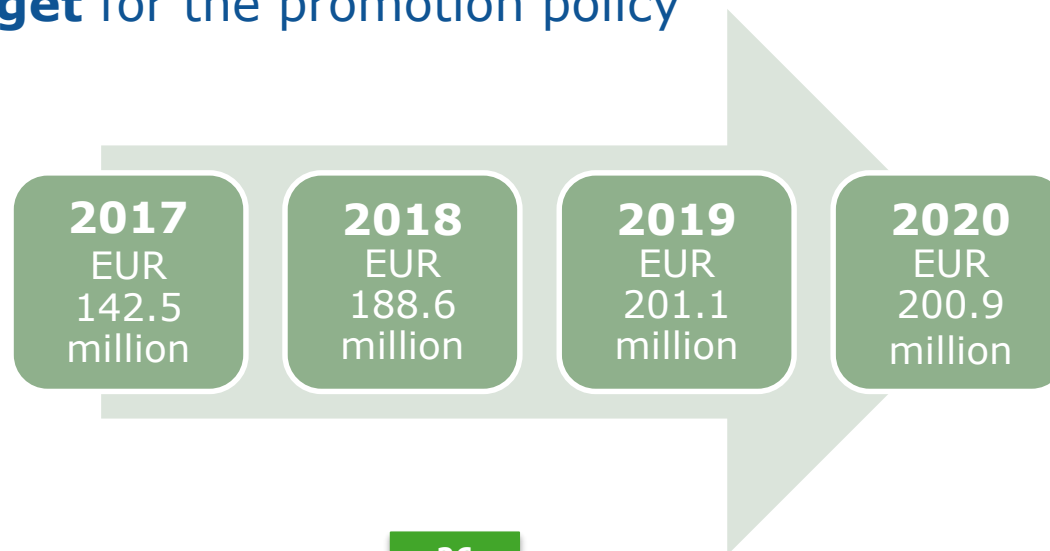
- Simple & Multi programmes on **third countries**

BUDGET 2020

Breakdown for the **2020 budget** of EUR 200.9 million:

- EUR 100 million for simple programmes
- EUR 91,4 million for multi programmes
- EUR 9,5 million for Commission's own initiatives

Increased budget for the promotion policy



Annual Work Programme 2020 – priorities and budget

Simple programmes

SIMPLE PROGRAMMES	%	Mio EUR
Internal market	20%	20
TOPIC 1. Programmes on EU quality schemes (PDO, PGI, TSG, OQT, organic, RUP)		12
TOPIC 2. Programmes highlighting the specific features of agricultural production methods in the Union and the characteristics of EU agri food products, and quality schemes article 5(4)d (=outside EU quality schemes)		8
Third countries	75%	75
TOPIC 3. China, Japan, South Korea, Taiwan, South East Asia, Southern Asia		27,5
TOPIC 4. Canada, USA, Mexico		20
TOPIC 5. Other geographical areas		22,5
TOPIC 6. Beef and/or veal		5
Market disturbance	5%	5
Total SIMPLE programmes	100%	100

Annual Work Programme 2020 – priorities and budget

Multi programmes

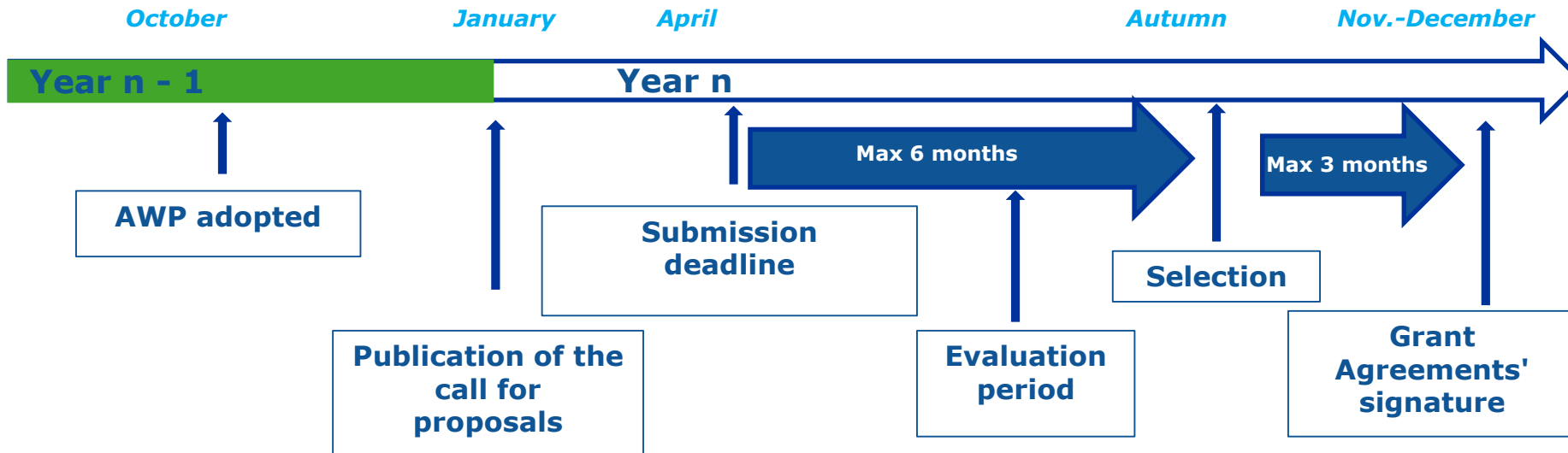
MULTI PROGRAMMES	%	Mio EUR
Internal market	47,1%	43
TOPIC A. Programmes on EU quality schemes (PDO, PGI, TSG, BIO, RUP) <u>OR</u> Programmes highlighting the specific features of agricultural production methods in the Union and the characteristics of EU products		35
TOPIC B. Healthy eating: fresh fruit and vegetables		8
Third countries	47.4%	43,4
TOPIC C. Information and promotion programmes targeting any third country/ies		43,4
Market disturbance	5,5%	5
Total MULTI programmes	100%	91.4

Calls for proposals 2020

Calls for proposals

- 2 calls **simple** and **multi programmes** published on the [OJEU](#) last January (14.01.2020)
- Available in all EU official languages
- Submission deadline:
15 April 2020 - 17:00 CET
- Information to applicants **October 2020**
- On-line presentation of the proposals
 - **"NEW PORTAL"**

Timeline



Languages for submission

in any of the official languages of the European Union
BUT applicants are **encouraged** to submit their proposal

MULTI

in English

SIMPLE

in the language of
the Member State

in English if the Member State
concerned has indicated its
agreement to sign the grant
agreement with the programme
annexed in English (*): *-to date-*
BE, CZ, DK, EL, FI, HR, HU, IE, CY,
LT, LU, MT, AT(only for wine), SE, **PT**

In all
cases

With an English translation of the technical part (part B)

(*) list and update at http://ec.europa.eu/agriculture/promotion/member-states/national-competent-authorities/competent-authorities_en.pdf

Language regime: documents

- **Call text** in all official languages
- **Guide for applicants:**
 - Simple programmes – all languages
 - Multi programmes – only English
- **Model of Grant agreement**
 - Simple programmes – all official languages
 - Multi programmes – only English

All the reference documents:

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

Statistics 2019

Approved simple programmes per MS

Portugal

2019 – 1 application received: **rejected** (below threshold for low quality)

Member State	Number of programmes	EC Contribution	Share of total grant amount
Belgium	6	8.401.328,12 €	9%
Denmark	1	3.469.757,70 €	4%
Finland	1	968.567,38 €	1%
France	6	9.922.056,23 €	10%
Germany	1	1.107.841,92 €	1%
Greece	8	11.802.418,71 €	12%
Ireland	1	3.057.105,31 €	3%
Italy	17	30.505.971,64 €	31%
Latvia	1	2.656.131,17 €	3%
Lithuania	2	4.189.394,37 €	4%
Netherlands	1	1.557.200,00 €	2%
Poland	3	6.089.191,06 €	6%
Slovenia	2	1.292.713,60 €	1%
Spain	6	13.695.954,14 €	14%
Total SIMPLE-2019	56	98.715.631,35 €	100%

1 Simple-3 on third country

For simple: not a lot of applications.

None on the internal market.

Approved multi programmes per MS

Portugal

2019 – 6 applications received: **4 accepted as partners**
(2 rejected: 1 inadmissible and 1 below threshold for low quality)

Member State	Number of programmes (country of the COORDINATOR)	EC Contribution	Share of total grant amount
Belgium	4	11.782.497 €	15,8%
Bulgaria	1	1.517.903 €	2,0%
Cyprus	1	2.309.654 €	3,1%
France	2	9.290.419 €	12,5%
Germany	1	1.946.529 €	2,6%
Greece	4	7.646.208 €	10,3%
Italy	6	18.429.296 €	24,8%
Latvia	1	2.144.785 €	2,9%
Lithuania	1	3.767.766 €	5,1%
Spain	4	15.539.616 €	20,9%
Total MULTI-2019	25	74.374.675 €	100,0%

4 multi (2 IM and 2 TC):

- 2 on pigmeat
- 1 on sustainable rice production
- 1 on olive oil

Granted proposals from 10 first Member States

General overview on the last four years

	2016	2017	2018	2019	Total
Italy	11	3	22	23	59
France	9	22	15	8	54
Spain	7	12	7	10	36
Greece	8	5	10	12	35
Belgium	6	5	6	10	27
Lithuania	6	2	3	3	14
Slovenia	6	1		2	9
Poland	1	1	3	3	8
Germany	2	2	1	2	7
Netherlands	1	3	1	1	6

Evaluation process and lessons learnt

Evaluation process

- Chafea checks admissibility, eligibility, and compliance with exclusion criteria (see the call)
 - Applicants are contacted in case of obvious clerical errors or to request clarifications on supporting documents
- Eligible proposals are sent to min. 3 independent external experts
 - Experts assess operational capacity of the applicants and the quality of proposals against the award criteria
 - Experts agree on the content of the evaluation summary report (**ESR**) which applicants receive as feedback
- Chafea contact the successful multi projects and MS the simple ones

Evaluation process: 4 criteria in the call

- **Eligibility criteria:** section 6
- **Exclusion criteria:** section 7
- **Selection criteria:** section 8 (following slides)
- **Award criteria:** section 9 (following slides)

Selection criteria (section 8)

➤ Financial capacity

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

- Profit and loss account, the balance sheet for the last financial year
- A pre-filled Financial Viability Form (for simple)
- Audit report produced by an external auditor or self-declaration (EU-contribution \geq EUR 750 000)
- For newly created entities, business plan

➤ Operational capacity

Applicants must have the appropriate professional qualifications required to complete the proposed actions.

In addition, it shall be demonstrated that:

- At least one person is appointed as coordinator
- The coordinator shall have at least 3 years' experience in project management

Award Criteria (section 9 + guide for applicants)

- Evaluation of quality of proposals is highly standardized
 - Call for proposals announces **4 main award criteria split into 15 sub-criteria**
 - Guide for applicants provides additional details (**44 points** against which the proposals are assessed)
 - All 44 points should be addressed in the proposal
- Recently updated to take into account most frequent mistakes and weaknesses of past proposals
- **Guide for applicants (last annex – VI or VII)** is designed to help applicants address those criteria

Award criteria

Criteria	Maximum points	Thresholds
1. EU dimension	20	14
2. Quality of the technical proposal	40	24
3. Quality of the project management	10	6
4. Budget and costs effectiveness	30	18
TOTALE	100	62

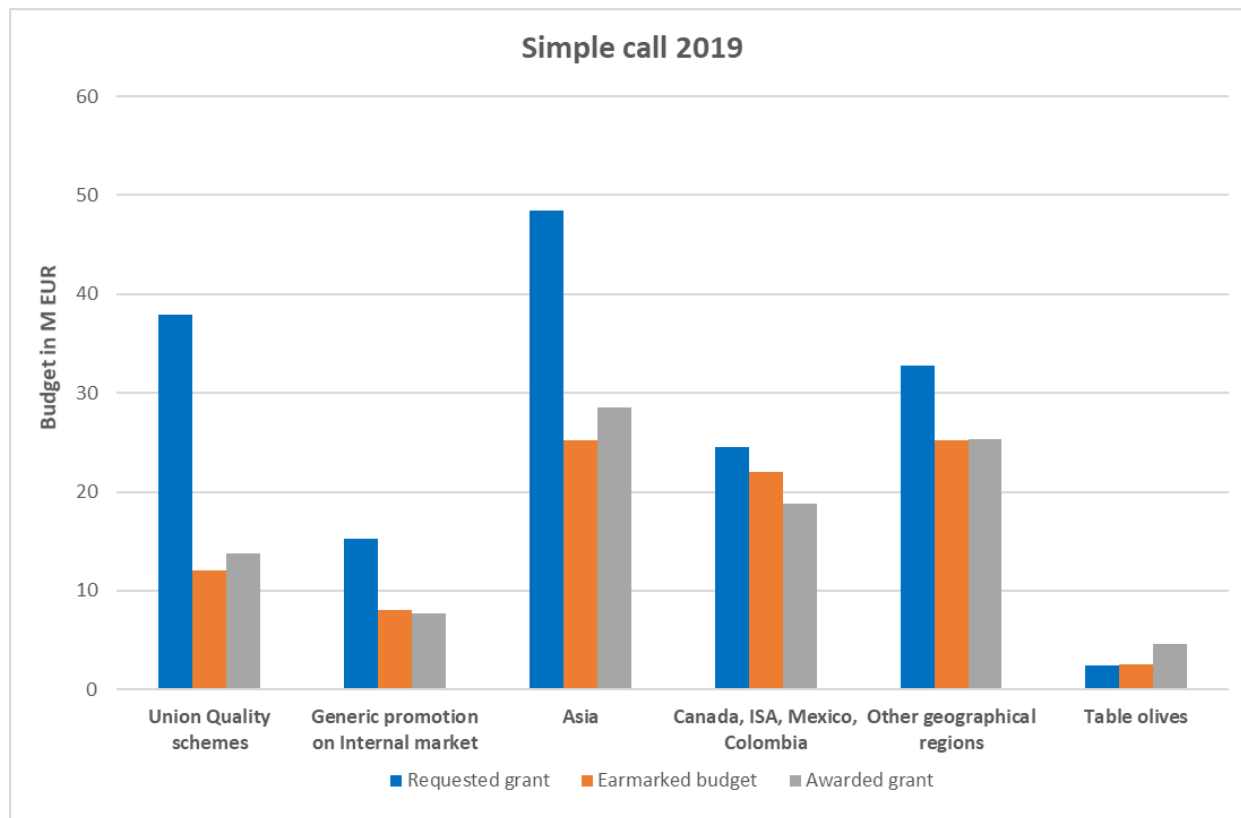
Lesson learnt 1/2

- Make sure that your organisation and the products you wish to promote are **eligible**
- **Carefully analyze and address all award criteria**
- Improve the quality of your technical proposal
- **Follow the guide** for applicants and its annexes
- Applicants should team up with organisations from the same sector/MS to increase their chances
- If your project was rejected last year, address **all comments from the ESR**
- Do not forget the compulsory annexes

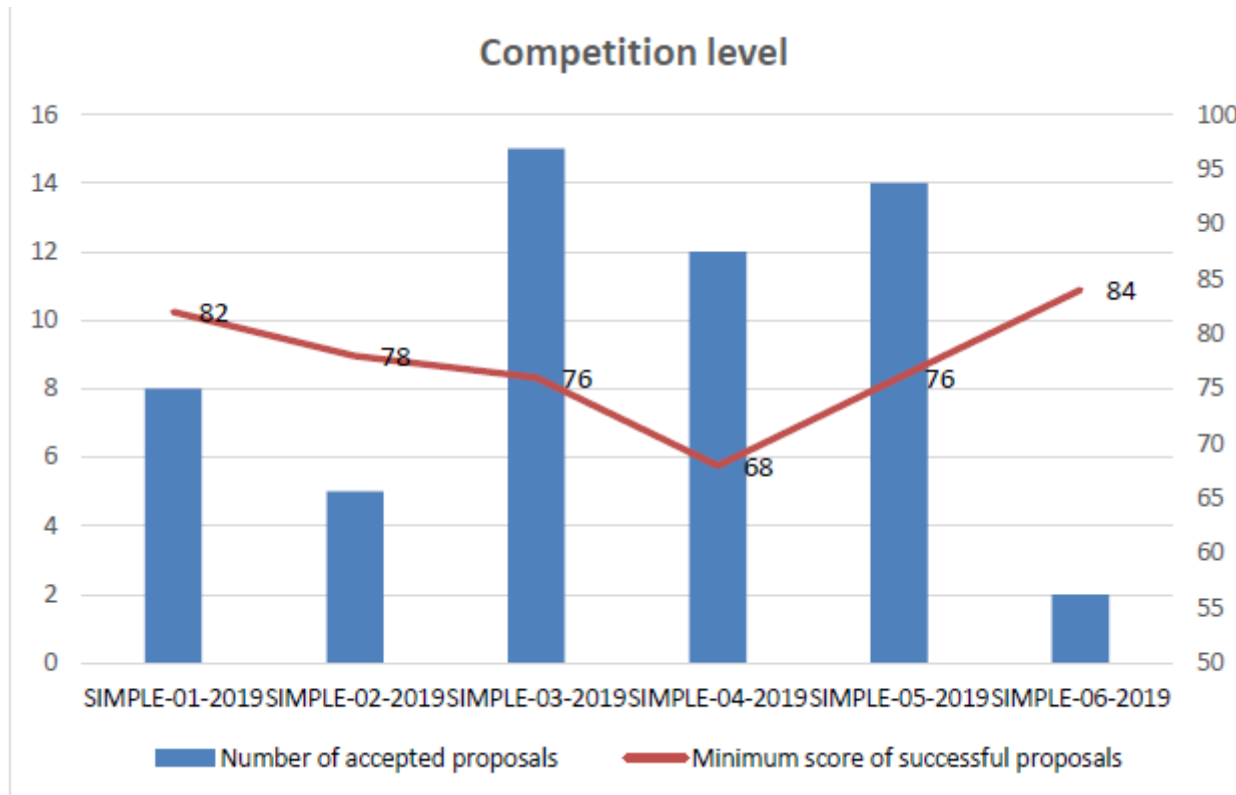
Lesson learnt 2/2

- Competition (and therefore probability of getting EU funding) depends on the topic chosen

Competition on simple



Simple by topic



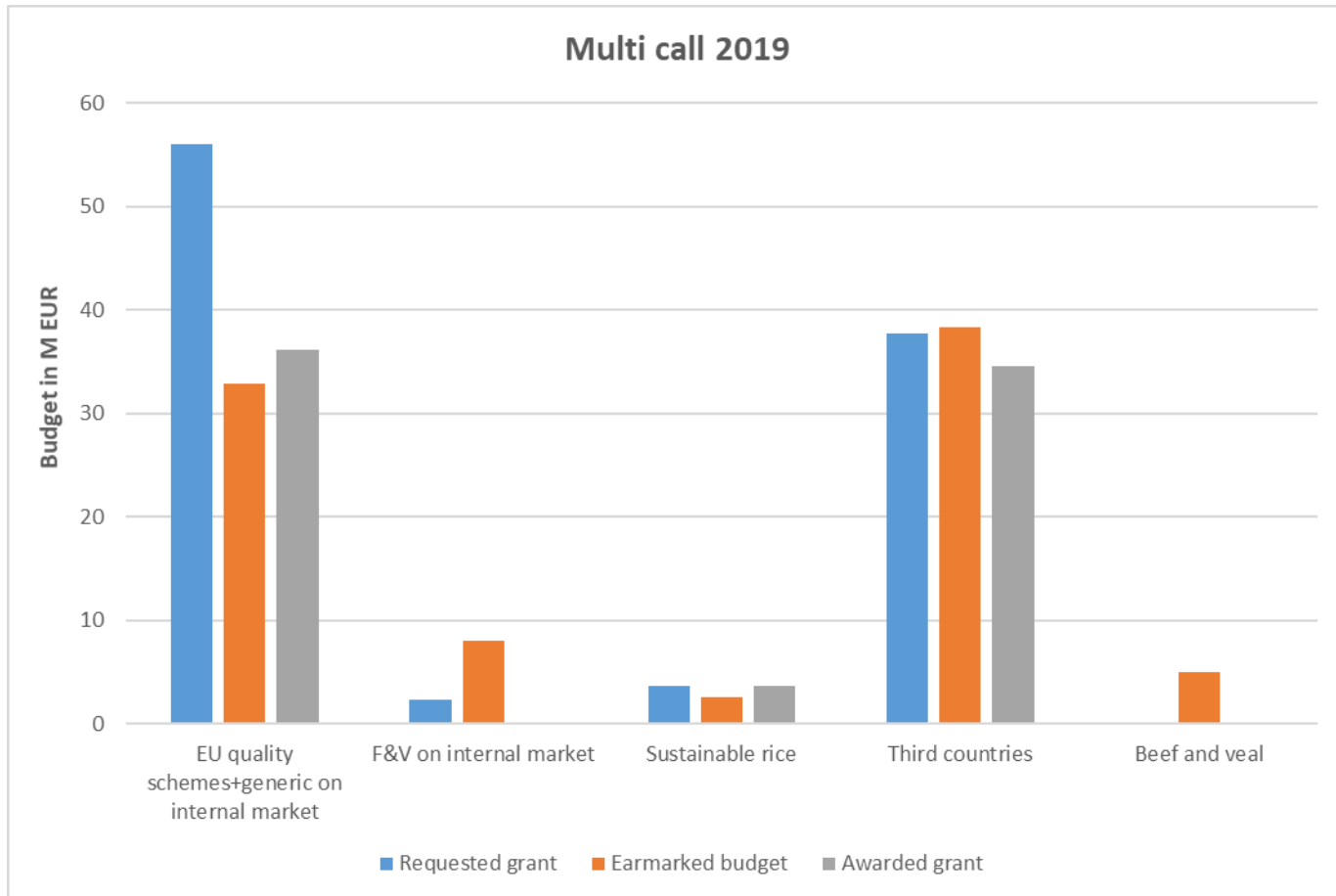
Statistics 2019

https://ec.europa.eu/chafea/agri/system/files/ged/call_stats_report_simple_final.pdf

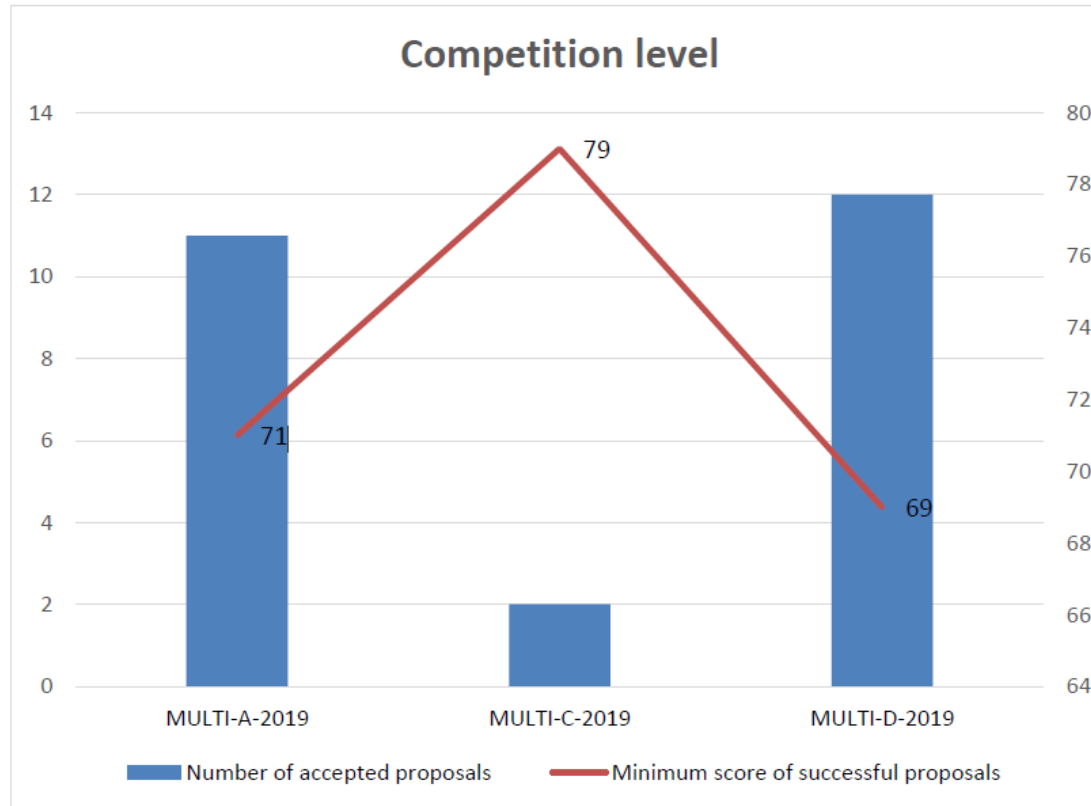
Statistics 2016-2018:

<https://ec.europa.eu/chafea/agri/content/previous-programmes>

Competition on multi



Multi by topic



Statistics 2019

https://ec.europa.eu/chafea/agri/system/files/ged/call_stats_report_multi_final.pdf

Support available to potential applicants

Links

- Funding & Tenders Portal (**new**)
<https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/programmes/agrip>
- Website Chafea :
<https://ec.europa.eu/chafea/agri/>
<http://agripromotion.eu>
- Chafea helpdesk: chafea-agri-calls@ec.europa.eu



The Funding & Tenders Portal is the entry point (the Single Electronic Data Interchange Area) for participants and experts in funding programme tenders managed by the European Commission and other EU bodies.

Find calls for proposals and tenders

Search calls for proposals and tenders by keywords, programmes...

Calls for proposals by EU Programme							
3rd Health Programme (3HP)	Asylum, Migration and Integration Fund (AMIF)	Consumer Programme (CP)	Creative Europe (CREA)	Erasmus+ Programme (EPLUS)	European Maritime and Fisheries Fund (EMFF)	European Statistics (ESTAT)	HERCULE III (H)
Horizon 2020 Framework Programme (H2020)	Internal Security Fund Borders and Visa (ISFB)	Internal Security Fund Police (ISFP)	Justice Programme (JUST)	Pilot Projects and Preparatory Actions (PPPA)	Programme for the Competitiveness of Enterprises and small and medium-sized enterprises (COSME)	Promotion of Agricultural Products (AGRIP)	Research Fund Steel (RFCS)

Funding opportunities



AGRIP
Promotion of Agri Products





Create an account



Register

European Commission | Funding & tender opportunities | Single Electronic Data Interchange Area (SEDIA)

English | Register | Login

SEARCH FUNDING & TENDERS | HOW TO PARTICIPATE | PROJECTS | RESULTS | WORK AS AN EXPERT | SUPPORT

Participant Register

Online manual "Register in the Participant Register" | IT HOW TO "Participant Register"

If you want to participate in a project proposal, your organisation needs to be registered and have a 9-digit Participant Identification Code (PIC). Please quote your PIC in all correspondence with the Commission.

The register contains all participants of EU programmes.

Is your organisation already registered? PIC search

Please check whether your organisation has already been registered. If so, no need to register it again.

Search a PIC

Register your organisation

To register, you need to login in the Portal or, if you are a new user, create your account.

Check what information you need to register in the Online Manual - and keep it to hand during the registration procedure. To start registration, click on the button below.

Register your organisation

You can suspend the registration process at any time: the data entered can be saved as draft and you can continue your registration later. To return to your registration, please log in and get into My Organisation(s) in the My Area section. Incomplete, draft registrations are automatically deleted after one year.

For H2020 programme, please make sure to fill in the H2020 and FP7 section in the Participant Register. Additionally, for actions where the SME status is an eligibility criterion (like, e.g. the SME Instrument) you must also carry out the SME self-assessment.

Should your project be successfully evaluated, the registered data will be verified by the Validation Service team before the signature of the Grant Agreement.

Chafea main agriportal



New: translated

**It is necessary to be
registered**

The screenshot shows the CHAFEA website interface. At the top, there is a search bar and navigation links for 'Legal notice', 'Cookies', 'Contact on Europe', and 'Search on Europe'. The main header includes the European Commission logo and the text 'CHAFEA Promotion of agricultural products'. Below the header is a navigation menu with options: 'NEWSROOM & EVENTS', 'ENTER NEW MARKETS', 'FUNDING OPPORTUNITIES', 'CAMPAIGNS', 'GET CONNECTED', and 'REGISTER/SIGN IN'. A social media bar follows with icons for Facebook, Twitter, LinkedIn, and YouTube. The main content area features a large banner for 'FUNDING OPPORTUNITIES' with the text 'Find all you need to apply for co-funding to promote your agri-food products.' and a 'LEARN MORE' button. The banner also includes an illustration of a watering can and a tractor, along with a 'ENJOY IT'S FROM EUROPE' logo. Below the banner are four main sections: 'EXPLORE FUNDING OPPORTUNITIES' (with a Euro symbol icon), 'ENTER NEW MARKETS' (with a globe icon), 'FIND A PROJECT PARTNER' (with a gear and lightbulb icon), and 'WHY REGISTER?' (with a padlock icon). The 'WHY REGISTER?' section lists benefits: 'Market reports', 'Project partner search tool', and 'Webinars'.

Information available online:

- Legal framework, guide for applicants, model of grant agreements...
- **Info day in Bruxelles 30.01.2020**: all the presentations and recordings are available on the Chafea portal

<https://ec.europa.eu/chafea/agri/en/newsroom-and-events/events/info-day-calls-proposals-2020>

- How to benefit from a promotion programme?

Interviews with beneficiaries of simple and multi programmes

<https://ec.europa.eu/chafea/agri/content/how-has-eu-funding-helped-promote-agri-food-products-and-outside-eu>

Chafea: other materials

- Frequently asked questions ([FAQ](#)) updated: to be consulted!



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CHAFEA
Promotion of agricultural products

EUROPA > European Commission > Chafea > Promotion of agricultural products > F.A.Q

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F.A.Q

Questions received during the call publication period - Last update: 8/02/2018

Quick answer to common questions

Keywords

1. Main rules of the basic act, delegated and implementing acts
2. Application, Selection and Management of programmes
3. Annual Work Programme for 2018

1.1. Introduction and definitions

- [1.1.1 What is a promotion programme?](#)
- [1.1.2 Why was the promotion policy reformed in 2014?](#)
- [1.1.3 What are the main changes compared to the previous system?](#)
- [1.1.4 The rules concerning the promotion aid scheme are in 4 different legislative texts, where could I find a more user-friendly compilation of the rules?](#)
- [1.1.5 What is a "simple" promotion programme and what is a "multi" promotion programme?](#)
- [1.1.6 What should be the size of a promotion programme in terms of budget?](#)
- [1.1.7 Can you give examples of successful promotion programmes co-financed by the EU?](#)

Chafea: other materials

- **Eligibility checker**

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

- **Campaign visual creator**

<https://ec.europa.eu/chafea/agri/funding-opportunities/simple-and-multi-programmes/campaign-visual-creator>

Chafea : Webinars

Objective: to improve the quality of the proposals !

Examples:

- How to draft a communication strategy
- How to draft a communication strategy
- How to set campaign objectives, impact indicators and measure results
- etc.

- More available here:

<https://ec.europa.eu/chafea/agri/newsroom-and-events/webinars>

Chafea: other useful materials

- Handbooks on potential markets: Iran, Arabia Saudi, Canada, China



The Food and Beverage Market Entry Handbook: Iran

A Practical Guide to the Market in Iran for European Agri-food
Products and Products with Geographical Indications



The Food and Beverage Market Entry Handbook: Canada

a Practical Guide to the Market in Canada for European Agri-food Products
and Products with Geographical Indications

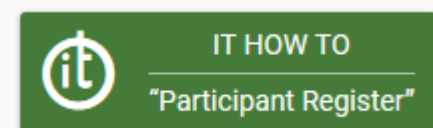
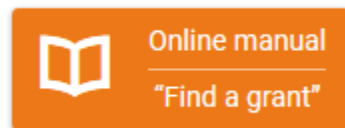


Some advice...

- Read carefully the call text, FAQ and the relevant regulations: Is my organization eligible? Does my proposal correspond to the topic objectives? Is it compliant with all call conditions?
- Follow the instructions provided in the "Guide for applicants"
- Pay attention to "award criteria"
- In case of resubmission, correct your proposal according to the ESR

And some tips...

- Do not wait until the last minute to submit your proposal on the **F&T portal**:
 - If you have any practical difficulties , the green button **IT HOW TO** can be very useful, as well as the different manuals in orange



Contacts

- For technical assistance on the **F&T portal**
EC-SEDIA-SUPPORT@ec.europa.eu
- For any further information please address, **Chafea Helpdesk** (*before 1.4.2020*)

chafea-agri-calls@ec.europa.eu

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General disclaimer

This presentation aims at facilitating the reading of the different acts composing the new promotion regime.

It is not in any respect a legal interpretation of the applicable legislation.