



PROMOTION POLICY FOR AGRICULTURAL PRODUCTS
Work programme 2021
Description of the Programme

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INTRODUCTION

The EU Promotion Policy helps EU agri-food sector's professionals to finance information and promotion campaigns. Based on a strategy established at European level, and under the slogan 'Enjoy, it's from Europe', the policy aims to help the sector's professionals break into international markets and make consumers more aware of the efforts made by European farmers to provide quality products.

WHO CAN PARTICIPATE?

1. **Trade and inter-trade organisations** representative of the sector;
2. **Producers' organisations and their associations** recognised by the Member State.
3. **Producers' groups within the meaning of Art. 3 of Reg. 1151/2012 on quality schemes.**
4. **Agri-food bodies** with a mission of public interest in charge of promotion of agricultural products.

WHAT IS A PROMOTION PROGRAMME?

A promotion programme is a coherent set of operations which can include advertising campaigns in the press, on television, on radio or on the Internet; point-of-sale promotions; public relations campaigns; participation in exhibitions and fairs, and a range of other activities. It can be a B2B campaign or B2C campaign.

It shall be implemented over a period of **at least one year but no more than three years**.

Information and promotion programmes may consist of “simple” programmes or “multi” programmes:

A **simple programme** is a promotion programme submitted by one or more proposing organisations from the same MS. It should be implemented in at least two MS or in only one MS if different from the MS of origin of the proposing organisation(s).

A **multi programme** is a programme submitted by at least two proposing organisations from at least two Member States or one or more European organisations.

SIMPLE PROGRAMME
EXCEPTION FOR QUALITY SCHEMES:
it's also possible to choose to implement the campaign in the MS of origin of the proposing organisation without needing to include a second country.

WHAT ARE THE OBJECTIVES OF PROMOTION POLICY?

The information provision and promotion measures aim to **enhance the competitiveness of the Union agricultural sector** by:

- a) Increasing **awareness of the merits of Union agricultural products** and high standards of production;
- b) **Increasing the competitiveness and consumption of Union agricultural products** both inside and outside the Union;
- c) Increasing the **awareness and recognition of Union quality schemes**;
- d) **Increasing the market share of Union agricultural products**, specifically focusing on those markets in third countries that have the highest growth potential;
- e) **Restoring normal market conditions** in the event of serious market disturbance.

NEW PROMOTION POLICY: WHAT ARE THE MAIN CHANGES?

On 1 December 2015, the newly revised policy started to apply. It presents a wider scope of measures and an increased budget and it will be implemented in the internal market and in third countries.

The new regulation provides for a **gradual increase in the resources** available to 61 million planned for 2014 to 200 million in 2020.

Under the new rules, national co-funding disappears, but the **EU co-financing rates have been raised to 70% for simple programmes** presented by an organisation from one Member State, to **80% for multi Member State programmes and programmes targeting third countries**, 85% for crisis measures.

Moreover, the new regulation defines **the promotion of quality systems as a key priority** in order to improve the knowledge of consumers about the characteristics of such products. In this regard, the **opportunity to mention the origin** of the products in the promotion campaigns has been introduced for the first time.

Another important element is the **inclusion of producer organizations as beneficiaries** of the promotion policy.

THE LEGAL FRAMEWORK

The rules concerning the promotion aid scheme are in 4 different legislative texts (basic act, delegated act, implementing act and annual work programme).

Below **all the legislative text** are listed. For a more user friendly compilation of rules you can consult the [synoptic presentation](#) and the [infographic on the reform](#) available online.

BASIC REGULATION

[Regulation \(EU\) No 1144/2014](#) on information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries

DELEGATED AND IMPLEMENTING ACTS

[Commission Delegated Regulation \(EU\) No 1829/2015](#)

[Commission Implementing Regulation \(EU\) No 1831/2015](#)

ANNUAL WORK PROGRAMME

UPDATED

[Commission Implementing Decision of 16.12.2020](#) on the adoption of the work programme for **2021** in the framework of information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries.

Annexes:

1. **Annex 1: establishes the programme's priorities;**
2. **Annex 2 and 3:** specify **criteria** for the proposal to be submitted (eligibility, exclusion, selection, and award criteria).

The **annual work programme** has been introduced in the reform to take into account market opportunities and changing priorities. It adapts each year the basic framework to the needs of sector. Defined with the involvement of the stakeholders and Member States, the annual work programme:

- Sets out the priorities, including the allocation of resources;
- Defines the eligibility, exclusion, selection and award criteria to be applied.

The annual work programme for 2021 was adopted on 16 December 2020. A total of **€ 182.9 million** will be available for promotion programmes selected for EU co-financing in 2021.

Almost half of the budget (€86 million) will be dedicated to **campaigns more directly in line with the European Green Deal ambitions, and in particular the Farm to Fork strategy**. It gives priority to promotion programmes on **organic products and sustainable agriculture**, both in the internal markets and third countries. Furthermore, the focus will be as well on the **promotion of fruit and vegetables in the context of a balanced diet**.

As regards campaigns in countries outside the EU, it includes programmes targeting countries with high growth potential such as South Korea, Japan, Mexico and Canada. In addition, **programmes should also inform consumers of the various EU quality schemes** or promote the EU's high safety and quality standards as well as the diversity and authenticity of European products.

The work programme 2021 establishes the following **priorities** for simple and multi programmes (see figure 2 for budget allocation for each priority):

Internal market

- 1. AGRIP-SIMPLE-2021-IM-EU QS (Topic 1)**
Information provision and promotion programmes aiming at increasing the awareness and recognition of Union quality schemes as defined in Article 5(4)(a) and (c) of Regulation (EU) No 1144/2014
- 2. AGRIP-SIMPLE-2021-IM-ORGANIC (Topic 2)**
Information provision and promotion programmes aiming at increasing the awareness and recognition of Union quality scheme on organic production method as defined in Article 5(4)(b) of Regulation (EU) No 1144/2014
- 3. AGRIP-SIMPLE-2021-IM-SUSTAINABLE (Topic 3)**
Programmes increasing the awareness of Union sustainable agriculture and the role of the agri-food sector for climate action and the environment
- 4. AGRIP-SIMPLE-2021-IM-PROPER-DIET (Topic 4)**
Information provision and promotion programmes aiming at increasing the consumption of fresh fruit and vegetables in the internal market in the context of balanced and proper dietary practices
- 5. AGRIP-SIMPLE-2021-IM-CHARACTERISTICS (Topic 5)**
Information provision and promotion programmes aiming at highlighting the specific features of agricultural methods in the Union and the characteristics of European agricultural and food products, and quality schemes defined in Article 5(4)(d) of Regulation (EU) No 1144/2014

SIMPLE

Third country markets

- 6. AGRIP-SIMPLE-2021-TC-ASIA (Topic 6)**
Information provision and promotion programmes targeting one or more of the following countries: China (including Hong Kong and Macao), Japan, South Korea, Taiwan, South-eastern Asia or Southern Asia
- 7. AGRIP-SIMPLE-2021-TC-AMERICAS (Topic 7)**
Information provision and promotion programmes targeting one or more of the following countries: Canada, USA or Mexico
- 8. AGRIP-SIMPLE-2021-TC-OTHERS (Topic 8)**
Information provision and promotion programmes targeting other geographical areas
- 9. AGRIP-SIMPLE-2021-TC-ORGANIC (Topic 9)**
Information provision and promotion programmes concerning the organic products under Union quality scheme defined in Article 5(4)(b) of Regulation (EU) No 1144/2014 in any third country/ies

Market disturbance/additional call for proposals

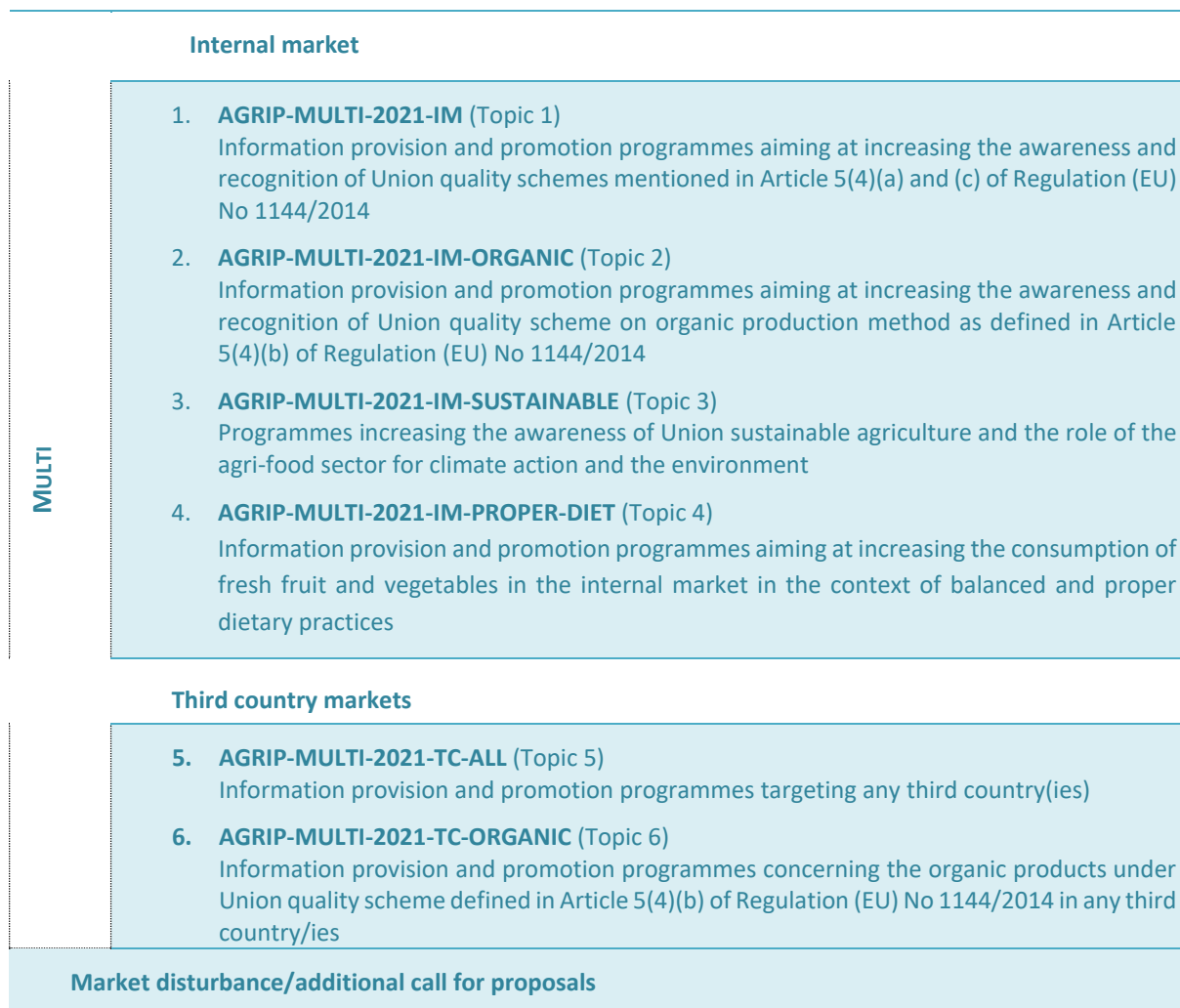


Figure 1. Priorities for information and promotion actions for simple and multi programmes in work programme 2021.

CALLS FOR PROPOSALS 2021

UPDATED

See the virtual Infoday presentations on call for proposals 2021.

The work programme is implemented through the calls for proposals for simple and multi programme, published each year, detailing the different types of funding schemes available and the procedures to follow.

- One call for proposals per year is planned for simple programmes and one for multi programmes;
- Additional calls can be published in case of serious market disturbance.

The calls for proposals 2021 were published on January 28th, under the new multiannual financial framework, and **the closing deadline for submission of project proposals is April 28th, 2021, 17:00 CET (Brussels).**

Calls for proposal simple programmes (all EU languages); **programme guide** (EN. Other languages available [here](#)) and **submission guide for AGRIP simple programmes** (EN. Other languages available [here](#)).

Call for proposal multi programmes (all EU languages) and **programme guide** (EN. Other languages available [here](#)).

Note that the previous “guide for applicants” is now called “programme guide”, covering both simple and multi programmes.

The overall amount for information and promotion programmes to be awarded in 2021 amounts to **€ 182.9 million**. This amount is split between simple programmes (€ 86.000.000) and multi programmes (€ 87.400.000) and is allocated as follow according to several priorities:

SIMPLE PROGRAMMES	€ 86 M
INTERNAL MARKET	€ 32.1 M
<u>Topic 1</u> - AGRIP-SIMPLE-2021-IM-EU QS	€ 5 M
<u>Topic 2</u> - AGRIP-SIMPLE-2021-IM-ORGANIC	€ 6 M
<u>Topic 3</u> - AGRIP-SIMPLE-2021-IM-SUSTAINABLE	€ 6 M
<u>Topic 4</u> - AGRIP-SIMPLE-2021-IM-PROPER-DIET	€ 9.1 M
<u>Topic 5</u> - AGRIP-SIMPLE-2021-IM-CHARACTERISTICS	€ 6 M
THIRD COUNTRIES	€ 48.9 M
<u>Topic 6</u> - AGRIP-SIMPLE-2021-TC-ASIA	€ 16.3 M
<u>Topic 7</u> - AGRIP-SIMPLE-2021-TC-AMERICAS	€ 8.3 M
<u>Topic 8</u> - AGRIP-SIMPLE-2021-TC-OTHERS	€ 12.3 M
<u>Topic 9</u> - AGRIP-SIMPLE-2021-TC-ORGANIC	€ 12 M
MARKET DISTURBANCE/ADDITIONAL CALL FOR PROPOSALS	€ 5 M
MULTI PROGRAMMES	€ 87.4 M
INTERNAL MARKET	€ 43.2 M
<u>Topic 1</u> - AGRIP-MULTI-2021-IM	€ 4.2 M
<u>Topic 2</u> - AGRIP-MULTI-2021-IM-ORGANIC	€ 17 M
<u>Topic 3</u> - AGRIP-MULTI-2021-IM-SUSTAINABLE	€ 12 M
<u>Topic 4</u> - AGRIP-MULTI-2021-IM-PROPER-DIET	€ 10 M
THIRD COUNTRIES	€ 39.2 M
<u>Topic 5</u> - AGRIP-MULTI-2021-TC-ALL	€ 25.2 M
<u>Topic 6</u> - AGRIP-MULTI-2021-TC-ORGANIC	€ 14 M
MARKET DISTURBANCE/ADDITIONAL CALL FOR PROPOSALS	€ 5 M
COMMISSION'S OWN INITIATIVES	€ 9.5 M
TOTAL PROMOTION ACTIONS	€ 182.9 M

Figure 2. The Annual Work Programme for 2021. Indicative repartition of budget and priorities for co-financed programmes. Topics in green contributes to the priorities set with the Green Deal and the Farm to fork strategy.

The EU co-financing rate is **70% for simple programmes, 80% for multi programmes and programmes targeting third countries, 85% for programmes in case of serious market disturbance**. There is also a **5 percentage point top-up** for beneficiaries from MS under financial assistance.

The rest is financed exclusively by the proposing organisation. The national co-financing disappears, so a proposing organisation cannot receive money from the State for the promotion programme at stake.

	SIMPLE		MULTI
	Internal market	Third countries	Internal market and Third countries
	70%	80%	80%
<i>5% top-up For Proposing organisations from MS under financial assistance</i>	75%	85%	85%
<i>Case of serious market disturbance (simple programme)</i>	85%		85%

Figure 3. Maximum rate of EU financing of the eligible costs.

GENERAL PRINCIPLES FOR FUNDING

- Co-financing rule: you need to **have your own financial resources** to contribute to the costs of the project;
- Non-profit rule: the grant **may not have the purpose or effect of producing a profit** for participants;
- Non-retroactivity rule: you **can get co-funding only for the costs incurred after the starting date** stipulated in the grant agreement;
- Non-cumulative rule: each action may give rise to the award of **only one grant** to any one beneficiary (you cannot get paid twice for the same cost).

WHAT ARE THE ELIGIBILITY CRITERIA FOR APPLICANTS?

TYPE OF ORGANISATION	
SIMPLE PROGRAMME	MULTI PROGRAMMES
Proposals can be submitted by:	Proposals can be submitted by:
One or more of the following organisations from the same Member State:	1. At least two of the following organisations which shall be from at least two Member States:
<ul style="list-style-type: none"> • trade organisations and inter-trade organisations established in a MS and representative of the sector, including groups of producers and processors active in geographical indications; • producer organisations or associations of producer organisations recognized by the MS; • agri-food bodies which a mission of public interest in charge of promotion of agricultural products. 	
	2. One or more trade or inter-trade organisations of the Union.

Figure 4. List of eligible applicants for simple and multi programmes.

Representativeness: Both for simple and multi programmes, a trade or inter-trade organisation shall be deemed to be **representative**

- (i) where it accounts for at least **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, in the MS concerned or at Union level;
- (ii) where it is an **interbranch organisation recognised by the MS**.

Selection Criteria: The proposing organisation shall have the necessary technical, financial and professional resources to carry out the programme effectively.

Country eligibility: To receive EU financial support for a promotional programme, i.e. to be a coordinator or other beneficiary, the organisation needs to be **legally established in one of the EU Member States**.

WHAT ARE THE ELIGIBLE PRODUCTS AND SCHEMES?

A PROMOTION PROGRAMME MAY COVER THE FOLLOWING PRODUCTS:

1. The products listed in **Annex I to the TFEU**, excluding tobacco;
2. The **following processed products**: beer, chocolate and derived products, bread, pastry, cakes, confectionery, biscuits and other baker's wares, beverages made from plant extracts, pasta, salt, natural gums and resins, mustard paste, sweetcorn, cotton;
3. The **spirit drinks with a protected geographical indication**;
4. The **wine with designation of origin or protected geographical indication status** and wine carrying an **indication of the wine grape variety**; in the case of simple programmes, wine shall be associated to one or several other products;
5. The **fisheries products** if associated to one or several products.

A PROMOTION PROGRAMME MAY COVER THE FOLLOWING SCHEMES:

- The **EU quality schemes**, namely PDO, PGI and TSG;
- The **EU logo on organic production** method;
- The **EU RUP logo** for the outermost regions;
- **National quality schemes** provided that the visuals respect the rules on origin.

A programme covering a scheme may be illustrated by one or several products. In the internal market, these products shall appear in secondary message in relation to the main Union message.

WHAT ARE THE ELIGIBLE ACTIVITIES?

1. Management of project;
2. Strategy (communication strategy, definition of campaign's visual identity);
3. Public relations (PR activities, Press events);
4. Website, social media (Website setup, updating, maintenance, Social media –accounts setup, regular posting-, other –mobile apps, e-learning platforms, webinars, etc.-);
5. Advertising (Print, TV, Radio, Online, Outdoor, Cinema);
6. Communication tools (Publications, media kits, promotional merchandise, promotional videos);
7. 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);
8. Point-of-sale (POS), promotion (Tasting days, other: promotion in retailers' publications, POS advertising).

WHAT ARE THE ELIGIBLE COSTS?

The eligible costs shall be incurred by the proposing organisation during the implementation of the programme, with the exception of the costs relating to final reports and evaluation.

The following categories of costs are eligible for Union funding:

1. Costs relating to an **advance guarantee** provided by a bank or financial institution and lodged by the proposing organisation;
2. Costs relating to **external audits** where such audits are required in support of the requests for payments;
3. **Personnel costs** limited to salaries, social security charges and other costs included in the remuneration of personnel assigned to the implementation of the programme;
4. **Value added tax** where it is not recoverable under the applicable national VAT legislation and is paid by a beneficiary other than a non-taxable person;
5. The costs of **studies** to evaluate the results of promotional and information measures;
6. **Indirect eligible costs** shall be determined by applying a flat rate of 4 % of the total direct eligible personnel costs of the proposing organisation.

ADDITIONAL INFORMATION ON AWARD CRITERIA

NEW

Each proposal will be assessed according to the criteria and sub criteria set out in the Annex I of the Programme guide. Under the **Relevance** criteria, **a new sub-section will be taken into account in the assessment of the quality of the proposals:**

*(b) Contribution of the proposed information provision and promotion project in respect of the **objectives of the climate and environmental ambition of the CAP, the Green Deal and Farm to fork strategy**, in particular concerning **sustainability of production and consumption**.*

For every project presented under each topic, there will be an assessment of its effective contribution to the climate and environmental ambition of the CAP, in particular concerning sustainability of production and consumption (Green Deal and Farm to fork strategy). As concerns projects implemented in the internal market, it will be assessed if they are aligned with the Food-Based Dietary Guidelines (FBDG) of the target Member State.

HOW TO PREPARE AND SUBMIT YOUR PROPOSAL?

UPDATED

Proposals can only be submitted electronically via the [Single Electronic Data Interchange Area \(SEDIA\) of the Funding and Tenders Portal](#). The submission guide and all necessary documents can be found on the Funding and Tenders Portal.

RELEVANT DOCUMENTS

UPDATED

1. [Work programme for 2021](#) and [annexes](#)
2. Regulation call for proposal for [simple](#) and [multi](#) programme
3. [Programme guide for simple and multi programmes](#)
4. [Model grant agreement](#) for mono and multi beneficiary grants
5. [FAQ – policy](#): website CHAFEA and DG AGRI

[Click here to consult the Infoday Presentation on how to prepare and submit your proposal](#)

[Read the infographic on life cycle of programmes for the promotion of EU agricultural products](#)

LANGUAGE OF SUBMISSION

In principle, project proposal application may be submitted in any of the official languages of the EU. Nevertheless, the proposal will be evaluated by 3 independent experts that should be able to read the proposal, so it should be available also in English.

- Especially for **multi programmes**, selected and managed by CHAFEA, applicants are encouraged to submit their proposal in English to facilitate processing of the application.
- For **simple programmes**, selected by CHAFEA but managed by the MS applicants are encouraged to submit their proposal in the **language(s) of the MS of origin of the proposing organisation(s)** unless if the concerned MS has indicated its agreement to sign the contract in English.

CONTACTS

UPDATED

IT HELPDESK AND CHAFEA

For questions on the online submission tools, you can contact the [IT helpdesk](#) via the [Funding and Tenders Portal](#).

For non-IT related questions, a helpdesk at the Chafea is available weekdays between 9.30 – 12.00 and 14.00 – 17.00. The helpdesk is unavailable on weekends and public holidays.

E-mail address: CHAFEA-AGRI-CALLS@ec.europa.eu

Telephone: +352 4301 36611

[F&T PORTAL FAQ](#) – Submission of proposals

COMPETENT AUTHORITIES IN MEMBER STATES

Even if MS are not involved anymore in the selection procedure, they are in charge of the management of simple programmes.

On their [national websites](#), interested MS publish information related to the promotion policy and in particular to the **simple programmes that they implement**.

Find here the [list of competent authorities in the Member States](#) responsible for implementing the promotion policy under Regulation (EU) No 1144/2014.

CHAFEA PROMOTION PORTAL

CHAFEA has created a portal entirely dedicated on promotion policy: <https://ec.europa.eu/chafea/agri/>

On the portal, you can find [market statistics](#), information on the [funding opportunities](#) under promotion policy and you can launch a partner: [Get connected!](#)

Consult [CHAFEA presentation to find out more about the available support tools](#) for applicants.

OTHER USEFUL LINKS

UPDATED

[Commission website](#)

[FAQ – online submission](#): Funding & Tenders Portal

[CHAFEA website](#)

[Synoptic presentation](#)

[Infoday 2021 video and presentations](#)

[List of past approved campaigns](#)

[FAQ – policy](#): website CHAFEA and DG AGRI