

Promotion policy

Annual Work Programme 2018

INFO DAY, 31 January 2018

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Promotion policy – Legal basis

Basic act

Regulation (EU) No 1144/2014

Delegated and implementing acts

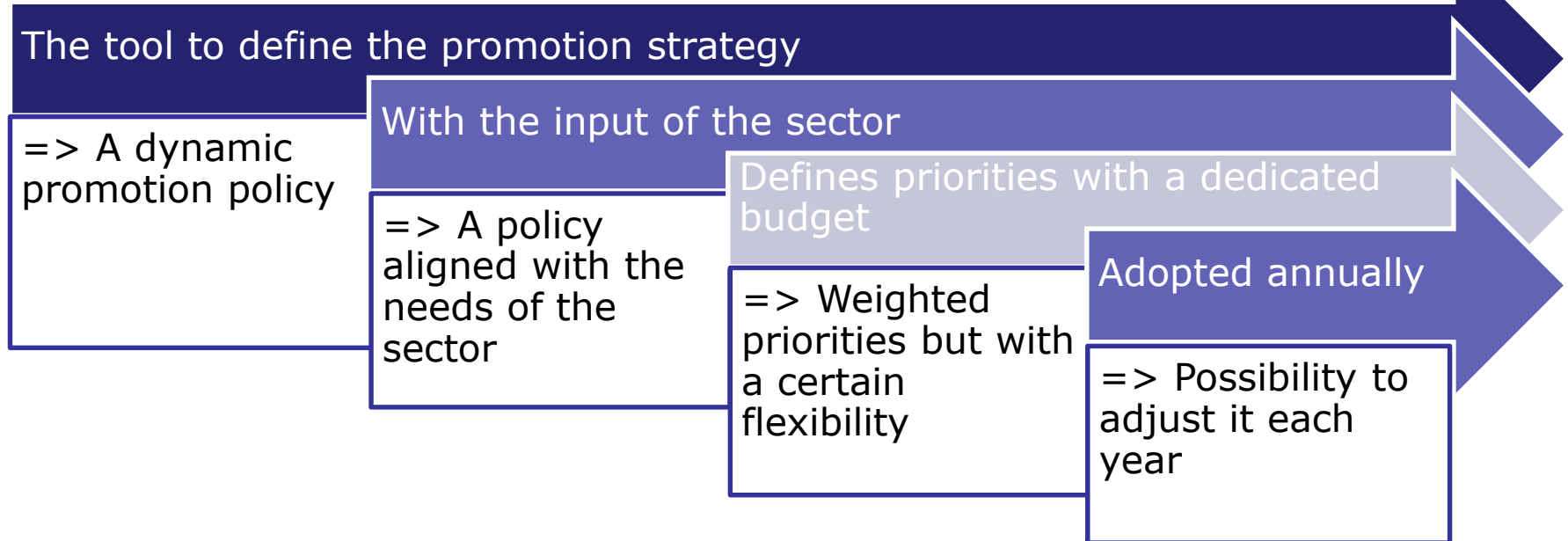
Commission Delegated Regulation (EU) 1829/2015

Commission Implementing Regulation (EU) 1831/2015

Annually:

- Annual work programme
- Calls for proposals

What is 'Annual work programme' ?



How did we draft the AWP 2018?

- 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 and organic logos
- For third countries, a macro-economic analysis on projected increase in imports on existing or emerging markets, as well as a policy evaluation on FTAs or expected removal of SPS barriers
- Contributions from stakeholders, consulted in January through the Civil Dialogue Group on Quality and Promotion (Food drink, Copa-Cogeca, AVEC, Interfel, Hortiespaña, CEEV, AREFLH, Freshfel, Europatat, Slow food...)
- Comments from Member States
- Results of the 2017 calls and HLM

The Annual Work Programme for 2018

Procedure

- **31/03/2017: Comments received by stakeholders**
- **15 and 30/06/2017: Discussion with MS and stakeholders**
- **14/07/2017 : written comments by MS and stakeholders**
- **31 October 2017: Vote in the Committee**
- **15 November 2017: Adoption of the AWP by the Commission**
- **12 January 2018: Publication of calls for proposals**

Structure of 2018 AWP

Annex I

1- GRANTS – co-financing of programmes: 179 M€

2- PROCUREMENT – measures on the initiative of the Commission: 9,5 M€

Annex II

Criteria (eligibility/exclusion/selection/award) for financial contribution to simple programmes

Annex III

Criteria (eligibility/exclusion selection/award) for financial contribution to multi programmes

The priorities of the Annual Work Programme for 2018

- **Continuity with AWP 2017**
- **Novelties:**
 - Increased budget!
 - Earmarked envelope to promote healthy eating and increase the consumption of fruits and vegetables in the internal market
 - Earmarked enveloppes for sustainable sheep/goat meat in the internal market
 - Multi programmes: emphasis on third countries
 - Additional multi call in case of market disturbance

Priorities for AWP 2018 (compared to AWP 2017)

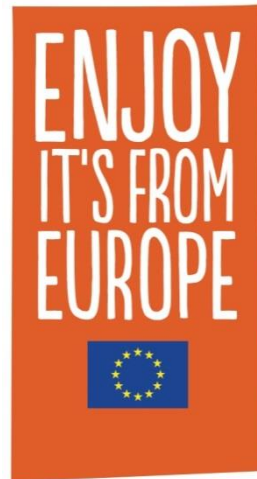
SIMPLE PROGRAMMES	%	Mio EUR
SIMPLE PROGRAMMES in Internal Market	20%	20 (22,5)
TOPIC 1. Programmes on EU Quality Schemes	55%	11 (12,3)
TOPIC 2. Programmes highlighting the specific features of agricultural methods in the Union and the characteristics of EU agrifood products	35%	7 (10,1)
TOPIC 3. Programmes on sustainable sheep/goat meat	10%	2
SIMPLE PROGRAMMES in Third Countries	75%	75 (63)
TOPIC 4. China, Japan, South Korea, Taiwan, South East Asia, Southern Asia	35%	26,25 (14,7)
TOPIC 5. Canada, USA, Mexico, Columbia	30%	22,5 (11,6)
TOPIC 6. Other geographical areas	35%	26,25 (20)
Market disturbance/additional call for proposals	5%	5 (4,5)
Total SIMPLE	100%	100 (90)
MULTI PROGRAMMES	%	Mio EUR
MULTI PROGRAMMES in Internal Market		42
TOPIC A. Programmes on sustainable sheep/goats meat	5%	4
TOPIC B. Programmes to increase the consumption of fruits and vegetables in the IM in the frame of proper dietary practices	10%	8
TOPIC C. Programmes highlighting the specific features of agricultural methods in the Union and the characteristics of EU agrifood products or on EU Quality Schemes	38%	30 (15,05 for EU logos in IM or TC)
Multi programmes in Third countries		32,1
TOPIC D. Programmes highlighting the specific highlighting the specific features of agricultural methods in the Union and the characteristics of EU agrifood products or on EU Quality Schemes	41%	32,1 (12,9 for generic in IM or TC)
Market disturbance/additional call for proposals	6%	5
Total MULTI	100	79,1 (43)
TOTAL SIMPLE and MULTI PROGRAMMES		179,1 (133)
Commission own initiatives		9.5 (9,5)
TOTAL PROMOTION	8	188,6 (142,5)

- **The calls for proposals have been published on 12 January 2018: the submission deadline is 12 April 2018. You can apply via the Participant Portal**
- **Please read carefully the call texts, FAQ, Guide for applicants and the relevant Regulations. All relevant information is on Chafea's website <https://ec.europa.eu/chafea/agri/>**
- **Chafea helpdesk: [Email: chafea-agri-calls@ec.europa.eu](mailto:chafea-agri-calls@ec.europa.eu)**

Good luck!

Lastly, enjoy it's from Europe!

The signature for EU co-funded campaigns



http://ec.europa.eu/agriculture/promotion_en