



# Evaluation process and lessons learned

*from Calls for proposals  
2018*

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# Content of the presentation

- Statistics 2018 calls for proposals
- Evaluation process
- Lessons learned
- Support available to potential applicants
- Final recommendations



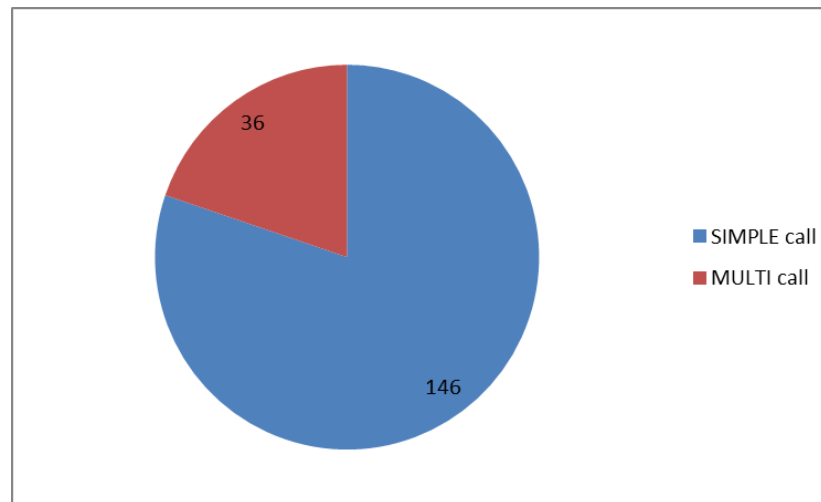
# Statistics 2018 calls for proposals

More statistics:

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

# Received proposals

	Number of proposals	Increase on previous year	Requested grant	Available budget	Requested / Available
<b>SIMPLE call</b>	146	-23%	215,527,021	95,000,000	227%
<b>MULTI call</b>	36	3%	110,035,312	74,100,000	148%



## SIMPLE call: requested budget by topic

Topic	Number of proposals	Requested grant	Available budget	Requested/available
Simple-01-2018. Union quality schemes	28	36,236,292	11,000,000	329.4%
Simple-02-2018. AGRI methods & products	32	37,948,272	7,000,000	542.1%
Simple-03-2018. Sheep & goat meat	3	4,083,829	2,000,000	204.2%
Simple-04-2018. China, Japan, Asia	29	52,072,195	26,250,000	198.4%
Simple-05-2018. Can, USA, Mex, Colombia	21	43,700,209	22,500,000	194.2%
Simple-06-2018. Other geographical areas	33	41,486,225	26,250,000	158.0%
<b>Total call AGRI-SIMPLE-2018</b>	<b>146</b>	<b>215,527,021</b>	<b>95,000,000</b>	<b>226.9%</b>

## MULTI call – requested budget by topic

Topic	Number of proposals	Requested grant	Available budget*	Requested/available
MULTI-A-2018	1	3,863,253	4,000,000	96.6%
MULTI-B-2018	6	9,788,118	8,000,000	122.4%
MULTI-C-2018	16	57,111,851	30,000,000	190.4%
MULTI-D-2018	13	39,272,090	37,100,000	105.9%
<b>Total call</b>	<b>36</b>	<b>110,035,312</b>	<b>79,100,000</b>	<b>139.1%</b>

# Outcome of evaluation

Status of proposal	Multi call	Simple call	Multi call	Simple call
Successful	21	58	58.3%	39.7%
Reserve list	0	9	0%	6.2%
Rejected due to lack of funding	0	25	0%	17.1%
Below threshold	11	38	30.6%	26.0%
Ineligible /inadmissible	4	16	11.1%	11.0%
<b>TOTAL</b>	<b>36</b>	<b>146</b>	<b>100%</b>	<b>100%</b>



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# Evaluation process



# Evaluation process (1)

- Chafea checks admissibility, eligibility, and compliance with exclusion criteria
  - 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 draft individual evaluation reports
- Consensus meetings
  - Experts agree on the content of the evaluation summary report which applicants receive as feedback
  - Experts finalise the ranking of all proposals competing within the same topic

## Evaluation process (2)

- Chafea checks financial capacity of successful simple proposals
  - For multi proposals, this step is performed during grant agreement preparation period
- Evaluation committee composed of EC and Chafea staff validates the ranking prepared by external experts

## Reasons for rejection: eligibility and admissibility

- Inadmissible: mandatory annexes and supporting documents not submitted
- Out of scope: e.g. project not promoting an eligible product or scheme
- Ineligible applicants: applicant organization not eligible or not representative of the product/sector promoted, private companies acting as co-applicants, non-EU applicants

## Reasons for rejection: eligibility and admissibility

- Ineligible products or activities: wine or spirits promotional activities on the internal market targeting consumers
- No significant scale: simple proposals which do not promote EU quality schemes or proper dietary practices and are implemented only in the Member State of the applicant

# How is the quality of proposal determined?

- Quality of all eligible proposals is assessed against *Award criteria* announced in the AWP/call (section 9)
- Projects within the same topic compete based on scores obtained for quality
- Guide for applicants, Annex "Additional information on award criteria"
  - **Make sure to address each (sub)criterion mentioned in this Annex**

## Award criteria (1)

- 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)
- Recently updated to take into account most frequent mistakes and weaknesses of past proposals
- Guide for applicants is designed to help applicants address those criteria

# Award criteria (2)

## 1. Union dimension:

- 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 prioritised objectives and expected results announced under the relevant thematic priority.
- b) Union message of the campaign.
- c) Impact of project at Union level.

## 2. Quality of the technical proposal

- a) Quality and relevance of the market analysis.
- b) Coherence of the programme strategy, objectives, and key messages.
- c) Suitable choice of activities with respect to objectives and programme strategy, adequate communication mix and synergy between the activities.
- d) Concise description of activities and deliverables.
- e) Quality of the proposed evaluation methods and indicators.

## Award criteria (3)

### 3. Quality of the project management

- a) Project organisation and management structure.
- b) Quality control mechanisms and risk management.

### 4. Budget and cost-effectiveness

- a) Justification of the overall level of investment.
- b) Suitable allocation of budget in relation to the objectives and scope of the activities.
- c) Clear description of the estimated costs and accuracy of the budget.
- d) Consistency between the estimated costs and deliverables.
- e) Realistic estimation of costs of project coordination and of activities implemented by the proposing organisation, including number and rate of person/days.



## Reasons for rejection – quality of proposals

Award criterion	N° of proposals below threshold
Contribution to policy objectives	15
Technical quality	30
Management quality	29
Cost-effectiveness	38



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# Lessons learned

## Lessons learned

- Eligibility conditions still seem difficult to grasp  
→ check eligibility conditions listed in Section 6 of the call for proposals
- Applicants shall carefully analyze and address all award criteria
- Competition (and therefore probability of getting EU funding) depends on the topic chosen
- Applicants should team up with organisations from the same sector/MS to increase their chances



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# Support available to potential applicants

## Useful links

- Chafea website:

<http://ec.europa.eu/chafea/index.html>

- Funding and tenders portal:

<https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/programmes/agriip>

# Funding and tenders portal – submission related documents

- Calls for proposals in all EU official languages
- Guide for applicants (translated for "simple" call)
  - how to use the IT tool, proposal template, detailed award criteria
- Model grant agreement (translated for "simple" programmes)
- Templates for submission
- FAQ on submission tool, IT helpdesk

# Chafea portal: other content useful for submission phase

Video: How to submit your proposal?

Frequently asked questions (FAQ)

Eligibility checker

Campaign visual creator

Market handbooks: Iran, Saudi Arabia, UAE, Canada, Japan, China, Vietnam, Indonesia, Singapore

Partner search tool

# Chafea portal: Webinars

***Objective: improve the quality of submitted proposals***

## Topics:

- Identifying your products' competitive advantage
- How to set campaign objectives, impact indicators and measure results
- How to draft a communication strategy
- Integrated marketing – a key for success
- Visuals in co-funded proposals



# Recommendations

- Read carefully the call text, FAQ, and the relevant regulations: Is my organisation eligible? Does my proposal correspond to the topic objectives? Is it compliant with all call conditions?
- Have a person with marketing profile work on the proposal
- Follow the instructions provided in the Guide for applicants
- Pay attention to the Award criteria
- Ensure translation of good quality
- Do not wait until the last minute to submit your proposal
- Questions? Write to Chafea helpdesk by April 2<sup>nd</sup>:

[chafea-agri-calls@ec.europa.eu](mailto:chafea-agri-calls@ec.europa.eu)



<https://ec.europa.eu/chafea/agri>

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