



EUROPEAN COMMISSION
CONSUMERS, HEALTH, AGRICULTURE AND FOOD EXECUTIVE AGENCY

Promotion of Agricultural Products Unit

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QUESTIONS & ANSWERS (Q & A)

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Calls for proposals AGRI-SIMPLE-2020 and AGRI-MULTI-2020

Q & A No. 1

Q: Can I promote my products in the UAE with a programme proposed under MULTI-2020, topic C?

A: Topic C refers to “Information provision and promotion programmes targeting any third country(ies)”. Therefore, a programme targeting the UAE is eligible under this topic.

Q & A No. 2

Q: In a project targeting a third country market, is it mandatory that the consortium includes a partnering company from the third country?

A: No. According to the eligibility criteria set in section 6.1 of the Call for proposals, applicants must be established in one of the EU Member States. They must also fulfil all other conditions of eligibility and representativeness listed in section 6.1 of the Call.

Q & A No. 3

Q: Is it possible to promote organic products on markets like Japan, Canada, USA, China when there are special requirements to sell products on these markets (e.g. JAS Standard on the Japanese market).

A: Special requirements in target countries do not prevent promotion campaigns from being organised and co-funded. It is important to be aware of those requirements and address them in the “Market analysis” section of your proposal.

Please also note that the Market Information section of the Chafea portal provides many useful documents and guidance on market conditions in third countries: <https://ec.europa.eu/chafea/agri/en/enter-new-markets/market-information>. For example, the Food and beverage [Market entry handbook for Japan](#) comprises a section dedicated to JAS organic labelling.

Q & A No. 4

Q: In a multi project in the internal market, could a proposing organisation be a temporary group of producer organisations?

A: In principle yes, but it is not necessary to group the participants under one legal entity specifically established for the purpose of submitting a grant application. Provided that each organisation fulfills the eligibility criteria set out in the Call, they could also apply as individual applicants and individually sign the Grant Agreement in case the proposal is selected for funding.

Q & A No. 5

Q: Is it possible to select the current implementing body in a continuation project without a selection procedure? Are pitches also needed for media agency and evaluation agency, if we are satisfied with the current agencies which were chosen for the current project?

A: This is possible if a framework contract is in place, i.e. an agreement that establishes the terms for contracts to be awarded during a given period. If the scope of the existing contract with the implementing body is limited to services related to a specific campaign, a new competitive procedure has to be carried out.

A competitive procedure needs to be carried out for all implementing bodies, including those carrying out media buy and evaluation.

The applicants are also advised to check other frequently asked questions relevant to subcontracting and published on this website, as well as the [guidance note on subcontracting](#).

Q & A No. 6

Q: Is it allowed to have one pitch for a consortium of media- and advertising agencies and make them both a subcontractor?

A: There are no rules defining the types or the number of subcontractors to be selected for each promotional programme. Therefore, the beneficiary could choose to organize a competitive procedure where all services are combined under one tender, which can be submitted by a single tenderer or by a consortium of several entities. It could also choose to split the tasks and organize several competitive procedures.

Q & A No. 7

Q: We are ready to publish an announcement in order to choose the executive agency who will help us to implement the actions. We also want the agency to guide us with the composition of our proposal. Is it correct to write in the same announcement that we also want this service?

A: It is at the discretion of the applicants to define the technical specifications used for the competitive procedure. However, all costs related to the preparation of the proposal are to be borne by the applicants and are not eligible for reimbursement under the EU grant should the proposal be selected for funding.

Q & A No. 8

Q: If an expert implementing B2B activities is going to be subcontracted and the expert works in an entity which has a structural link with one of the beneficiaries, in which column of the budget table should the expert's travel expenses be included?

A: The appropriate cost category for all costs incurred by subcontractors is "B. Direct costs for subcontracting".

Q & A No. 9

Q: Trade organisations are one of the four types of eligible proposing organisations. Does this term also refer to purchasers/buyers organisations of fruit and vegetables?

A: A trade organisation is an organisation with representatives of economic activities linked to the production or one of the following stages of the supply chain: the processing of or trade in, including distribution of, products in one sector.

Q & A No. 10

Q: The Simple Programme Call Document says that the proposing organisation is required to select implementing bodies. Yet, there is no such requirement in the Multi Programme Call Document. However, the FAQ 1.4.6 'When should I select the implementing body', also mentions Multi Programmes. Could you please advise whether there is such a requirement for the selection of implementing bodies with regard to the Multi Programmes?

A: For multi programmes, it is not mandatory to select implementing bodies, with the exception of bodies responsible for evaluation of the results and impact of the project, since those bodies must be independent of the beneficiary (and independent of other implementing bodies).

Q & A No. 11

Q: Are fresh bananas an eligible product in a proposal under AGRI-MULTI-2020, Topic B – ‘Information and promotion about fresh fruit and vegetables in the context of proper dietary practices’?

A: Products eligible under this topic are those listed in Part IX of Annex I to Regulation (EU) No 1308/2013 of the European Parliament and of the Council. This does not include fresh bananas, as they are listed in Part XI of Annex I to the same regulation.

Q & A No. 12

Q: Are ornamental plants (cut flowers and plants, bulbs, roots and live plants) eligible products in a proposal under AGRI-MULTI-2020, Topic C – ‘Information and promotion in any third country(ies)’?

A: Proposals submitted under topic C of the call AGRI-MULTI-2020 can cover any product listed in Article 5 of Regulation (EU) No 1144/2014. Therefore, since cut flowers and plants, bulbs, roots and live plants are listed in Annex I to the Treaty on the Functioning of the European Union to which Article 5 refers, they are eligible under the topic in question.

Q & A No. 13

Q: Is ‘Mountain Product’ an eligible scheme for promotion programmes?

A: The optional quality term ‘mountain product’ is a quality scheme established under Title IV of Regulation (EU) No 1151/2012 and is therefore eligible for information and promotion measures (cf. Article 5(4)(a) of Regulation (EU) No 1144/2014), namely under Topic 1 of the Call AGRI-SIMPLE-2020, Topic A of AGRI-MULTI-2020 and under all topics targeting third countries of both calls for proposals.

The reserved term ‘mountain product’ should be the main message of the promotion campaigns in the Internal Market; national logos can be displayed on the visual materials as a secondary message to the main Union message.

Q & A No. 14

Q: Does the submission have to include price offers for the estimated costs in the budget section?

A: No, it is not necessary to include quotations, but the estimates should be realistic. The evaluators will assess if proposed prices are in the range of the usual market rates.

Q & A No. 15

Q: Are marketing fees (listing fees) for the introduction of products into retail chains eligible costs and if yes, under which budget work package shall they be included?

A: No, any expenses that would support specific brands are not eligible for funding.

Q & A No. 16

Q: Is India a possible target market under topic 3 of the call AGRI-SIMPLE-2020, 'Information provision and promotion programmes targeting one or more of the following countries: China (including Hong-Kong and Macao), Japan, South Korea, Taiwan, South East Asian region or Southern Asia'?

A: Yes.

Q & A No. 17

Q: In a Multi programme for promoting a basket of three products, is it possible to include some activities that would promote only two of the products instead of the whole basket?

A: Yes. It is recommended to include a justification for such an approach in the technical part of your proposal.

Q & A No. 18

Q: Is non-alcoholic beer (CN code 2202 91 00) an eligible product?

A: Annex I to Regulation 1144/2014 lists beer among the eligible products. This refers to beer classified under CN code 2203 00. Non-alcoholic beer with the CN code 2202 91 00 is not an eligible product.

Q & A No. 19

Q: If some activities within a MULTI programme generate an income, will the EU contribution be calculated based on the forecast mentioned in the proposal or on the real income?

A: The maximum EU contribution is 80% of the eligible costs in case of multi programmes, independently of predicted incomes. However, the final grant will be reduced at the stage of the final payment if the action has generated a profit (see also art. 5.3.3 of the Model Grant Agreement).

Q & A No. 20

Q: In a multi-beneficiary proposal, is it required to fill in a detailed budget for each applicant?

A: No. The “Detailed budget table” in the Annex to the proposal presents the budget per activity. The split per applicant is presented in the budget table included in Part A of the proposal. Note that the evaluators will assess if the description of activities in Part B, section 6 of the proposal is reconciled with both budgetary tables.

Q & A No. 21

Q: In a multi-beneficiary proposal, could one activity be organised and paid by only one beneficiary? Or is it necessary that all partners contribute a share of their budget to all activities?

A: It is not mandatory that all beneficiaries contribute financially to all activities. This aspect is not checked by the contracting authority and depends on the internal arrangements within the consortium. Note that the evaluators will assess how well the collaboration between partners is organised.

Q & A No. 22

Q: Can costs for deliverables be split between the partners?

A: Yes. See also reply under Q&A N° 21.

Q & A No. 23

Q: If a programme is being implemented in more than one target country, is it possible to select more than one implementing body (one for each country)?

A: Yes, this is a common practice in case of multiple target countries.

Q & A No. 24

Q: Can a beneficiary which cannot recover VAT be the coordinator of a multi-beneficiary programme while the other beneficiaries can recover VAT?

A: Yes. If the proposal is selected for funding, each beneficiary will present their individual financial statement at the end of each reporting period. It is therefore irrelevant if the VAT status is different from one beneficiary to another.

Q & A No. 25

Q: Where should supporting documents for the assessment of the financial capacity of beneficiaries (profit and loss accounts, balance sheets) be uploaded?

A: For simple programmes, these documents shall be submitted in line with instructions provided in section 1.3.7 “Annexes to the application” of the Guide for applicants. For multi programmes, these documents are not part of the proposal; they will be requested at a later stage from successful applicants for whom a financial capacity assessment is required.

Q & A No. 26

Q: Could the coordinator organisation budget zero staff cost, and charge only travel costs for the coordination of the project?

A: If the coordinator intends to self-fund all staff costs, the respective fields in the budget table can be set to zero. It is nevertheless important to accurately describe the staff effort in order to allow the evaluators to assess if sufficient effort and qualified staff to carry out the action will be made available. It is also recommended to mention that zero staff costs is not an error in the budget plan.

Q & A No. 27

Q: The description of topic 1 of the call AGRI-SIMPLE-2020 refers to the Eurobarometer survey No 473. Can Chafea provide detailed statistics per country or any other studies on the awareness of EU quality schemes?

A: Chafea is not in a position to provide other studies or analysis of awareness of EU quality schemes.

Q & A No. 28

Q: Can only the implementing body implement the Project Management part or can it be outsourced to an external party (e.g. to a subcontractor of the implementing body)?

A: Project coordination (work package 1) is a core tasks of the action. As such, it cannot be subcontracted, but has to be carried out by the grant coordinator. Please note that implementing bodies are subcontractors, therefore they cannot assume project coordination role.

Q & A No. 29

Q: Shall the specific objective of a campaign about PDO wines and other PDO products (basket approach) in the internal market be limited to the increase of awareness and

recognition of Union quality scheme or merits of Union agricultural products, or would it also be acceptable to define an objective related to increasing the competitiveness of Union agricultural products and raising their profile?

A: In relation to campaigns on the internal market focusing on Union quality schemes, it is important to note that activities related to wine shall be limited to informing the consumers of the Union quality schemes. Consequently, the related specific objectives shall be limited to increasing awareness and recognition of Union quality schemes, and cannot have a dimension linked to increasing consumption. This is however not the case for other products promoted by the same campaign.

Q & A No. 30

Q: Would a product basket combining PDO wines and non-protected products be eligible in proposals for campaigns targeting the internal market or third countries?

A: Such a combination would be eligible under topic C of the Call AGRI-MULTI-2020 and under topics 3-6 of the Call AGRI-SIMPLE-2020. On the other hand, proposals submitted under topic A of the MULTI call and Topics 1 and 2 of the SIMPLE call shall have a clear focus on only one aspect: either on EU quality schemes or on the merits of EU agricultural products, a campaign combining both aspects would therefore be considered as being out of the scope.

Q & A No. 31

Q: Is there a budget cap for submissions? And if yes: If the submitted program is too extensive, will the entire submission be automatically rejected or only some measures removed?

A: The Calls for proposals do not set any maximum budget per application. Proposals are evaluated and selected for funding as submitted and no changes can be introduced after the submission. Applicants are advised to carefully examine the award criteria relating to “Budget and cost effectiveness” listed in the annex to the Guide for applicants.

Q & A No. 32

Q: In the budget analysis of section 6, is it mandatory to insert the fee of the implementing bodies if those have not yet been selected?

A: Yes. Proposals have to include estimated amounts for all cost items since the budget cannot be adapted after submission

Q & A No. 33

Q: Under which section of the budget should campaign creation be budgeted?

A: Applicants are free to choose the work package which fits best the nature of the task, they can also consider budgeting the campaign creation under the work package “other activities”.

Q & A No. 34

Q: Which product category do we have to indicate in our application if we are promoting cheese produced from hay milk and the main message of the campaign is that the cheese is being produced from TSG hay milk?

A: If the campaign is promoting cheese, the product category to be selected in the application form should be also cheese, even if the communication will focus on its ingredient.

Q & A No. 35

Q: The description of topic 3 of the Call AGRI-SIMPLE-2020 mentions “China (including Hong-Kong and Macao)” as target countries. Should China and Hong-Kong be considered as two different target markets and should a proposal present a separate market analysis for each of them?

A: As indicated in the topic description as well as in the application form, the proposal shall refer to one target country - China. In relation to the market analysis and description of activities (Part B of the proposal), applicants can nevertheless address the specificities of distribution channels, consumption patterns and other aspects relative to Hong-Kong; this can be done via a dedicated section in the market analysis.

Q & A No. 36

Q: In a proposal targeting topic 6 of the Call AGRI-SIMPLE-2020, “Information provision and promotion programmes on beef and/or veal in third country(ies)”, is it possible to select three countries from three different regions?

A: Yes, this is possible.

Q & A No. 37

Q: In a proposal targeting topic 6 of the Call AGRI-SIMPLE-2020, “Information provision and promotion programmes on beef and/or veal in third country(ies)”, is it possible to combine PGI products and other bovine meat products?

A: Yes, as long as they belong to the products eligible under this topic, i.e. if they are listed in Part XV of Annex I to Regulation (EU) No 1308/2013 of the European Parliament and of the Council.

Q & A No. 38

Q: Under topic B of the call for proposals AGRI-MULTI-2020, could an applicant who is representative of tomato production promote also other fruit and vegetables?

A: Applicants must be representative of the product or sector concerned by the proposal. As tomatoes are listed in part IX of Annex I to Regulation (EU) N° 1308/2013, the applicant in question could submit a proposal under topic B of the call AGRI-MULTI-2020.

Please also note that, under this specific topic, the campaign messages should be focused on promoting proper dietary practices and should highlight the benefits of consuming fresh fruit and vegetables in a balanced diet.

Q & A No. 39

Q: Is olive oil an eligible product for topic B of the Call AGRI-MULTI-2020?

A: No. Products eligible under this topic are those listed in Part IX of Annex I to Regulation (EU) No 1308/2013 of the European Parliament and of the Council. Olive oil can be promoted under the other two topics of the call AGRI-MULTI-2020.

Q & A No. 40

Q: If a trade organisation is representative for the production of farmgate raw milk, could it be considered as representative for the entire dairy sector and could the campaign thus include products such as milk drinks, fresh/soft/hard cheese and fermented milk products?

A: Yes. In line with Article 1 of the Commission Delegated Regulation (EU) 2015/1829, proposing organisations as referred to in Article 7(1) of Regulation (EU) No 1144/2014 may submit a proposal for an information and promotion programme if they are representative of the sector or product concerned by the programme. This allows a trade organisation active

upstream in the supply chain and representative of the sector to promote the end product for which they are the major raw material producers or processors.

Q & A No. 41

Q: Is it possible to host an event in a country that is not one of the target countries of the project (for example an international event the venue of which changes every year)?

A: Generally, activities should focus on the selected target markets. For any exceptions, the proposal needs to demonstrate why they are instrumental for reaching the campaign objectives.

Q & A No. 42

Q: Who can be a coordinator, are there any particular conditions that apply?

A: Any beneficiary can take the coordination role, but they must demonstrate that they have the operational capacity to perform the coordination tasks as identified in Article 25.2 of the Model Grant Agreement. The project coordinator shall have at least three years' experience in project management. Please refer to section 8.2 "Operational capacity" of the Call for proposals for more details.

Q & A No. 43

Q: Could our organization assign two employees working for a linked entity for the technical and financial coordination of the programme?

A: Since coordination tasks cannot be subcontracted, beneficiaries need to comply with eligibility conditions relevant to personnel costs stipulated in Article 6.2.A of the Model Grant Agreement. This article provides several options, which could apply in your case, for example secondment by a third party against payment, provided that the conditions stipulated in the article are fulfilled.