



Calls for proposals 2017

How to prepare and submit your proposal

*Info day
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Promotion of agricultural products

Content of presentation

2017 calls for proposals for promotion of agricultural products

How to present a successful proposal?

- Where to find information
- 2017 calls' conditions
- Lessons learned from 2016 calls

Calls for proposals 2017

- 2 calls published on 12.1.2017 in OJEU: simple and multi programmes
- Available in all EU official languages
- Online submission of proposals
- Submission deadline: 20 April 2017, 17:00 CET

2017 calls - where to find information?

Useful links

- Chafea website:
<http://ec.europa.eu/chafea/index.html> AND
agripromotion.eu
- Participant Portal:
<https://ec.europa.eu/research/participants/portal/desktop/en/opportunities/index.html>



RESEARCH & INNOVATION

Participant Portal

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Calls for Proposals

Promotion of Agricultural Products

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EU-funding is provided for [information provision and promotion measures concerning agricultural products](#) implemented in the internal market and in third countries with the main objective of enhancing the competitiveness of the Union agricultural sector.

The specific objectives are:

- (a) increase awareness of the merits of Union agricultural products and of the high standards applicable to the production methods in the Union;
- (b) increase the competitiveness and consumption of Union agricultural products and certain food products and to raise their profile both inside and outside the Union;
- (c) increase the awareness and recognition of Union quality schemes;
- (d) increase the market share of Union agricultural products and certain food products, specifically focusing on those markets in third countries that have the highest growth potential;
- (e) restore normal market conditions in the event of serious market disturbance, loss of consumer confidence or other specific problems.

Financial support is provided to organisations representative of the agricultural sector(s) concerned on the national or EU level to implement information and promotion campaigns. The co-financing budget for 2016 was 111 million EUR and for 2017 133 million EUR are foreseen. The budget will further increase in the coming years.

Status Calls with forthcoming topics

Calls with open topics

Calls with only closed topics

Guidance available to applicants

- Guide for applicants (how to use the IT tool, proposal template, detailed award criteria)
- Frequently asked questions (FAQ)
- Participant portal: FAQ on submission tool, IT helpdesk
- Simple programmes: competent national authorities
- Webinars (Feb/Mar 2017) on “Objectives, indicators and evaluation of results” and “Communication strategy”
- Chafea helpdesk

Promotion policy – legal base

- **Basic act:**

Regulation (EU) N°1144/2014

http://eur-lex.europa.eu/legal-content/EN/TXT/?uri=OJ:JOL_2014_317_R_0004

- **Delegated and implementing acts:**

Commission Delegated Regulation (EU) n° 1829/2015

Commission Implementing Regulation (EU) n° 1831/2015

- **Further documents:**

- Annual work programme
- Model grant agreement (simple and multi programmes)

2017 Call conditions

Eligible applicants (section 6.1 of the Call)

SIMPLE	MULTI
<p>Organisations as referred to in Article 7(1) of Regulation (EU) No 1144/2014</p> <p>Representative of the sector or product concerned – Art. 1(1) or (2) of reg. 2015/1829</p> <p>Proposals can be submitted by one or more of the proposing organisations listed in Article 7(1)(a), (c) or (d) <u>from the same Member State.</u></p> <p>Only applications from entities established in EU Member States are eligible.</p>	<p>Organisations as referred to in Article 7(1) of Regulation (EU) No 1144/2014</p> <p>Representative of the sector or product concerned – Art. 1(1) or (2) of reg. 2015/1829</p> <p>At least two organisations referred to in points (a), (c) or (d) of Article 7(1), <u>from at least two Member States</u> OR <u>One or more Union organisations referred to in point (b) of Article 7(1)</u></p> <p>Only applications from entities established in EU Member States are eligible.</p>

Eligible activities (section 6.2 of the call)

- Proposals must fall within the chosen priority topic of the call
- Proposals can only cover products and schemes listed in Article 5 of Regulation (EU) No 1144/2014
- Proposals must have a Union dimension
- Simple programmes:
 - Programme has to be implemented in a Member State other than that of the applicant (exception – campaigns on Union quality schemes or proper dietary practices)
 - Obligation to implement programme through implementing bodies (competitive selection procedure)
 - If part implemented by the proposing org., costs not in excess of normal market rates, min. 3 year experience implementing similar measures
- Messages conveying information on impact on health – conditions stipulated in reg. 2015/1831
- Mentioning of origin and brands – conditions stipulated in reg. 2015/1831

Eligible activities (section 6.2 of the call) cont.

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)

Exclusion criteria (section 7 of the call)

- the economic operator is bankrupt;
- it has been established by a final judgment or a final administrative decision that the economic operator is in breach of its obligations relating to the payment of taxes or social security;
- it has been established by a final judgment or a final administrative decision that the economic operator is guilty of grave professional misconduct;
- applicant has shown significant deficiencies in complying with main obligations in the performance of a contract financed by the EU budget;
- other situations.

Selection criteria (section 8 of the call)

➤ 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;
- The check is not performed for public bodies and for applicants requesting a grant lower than 60.000 EUR;
- Applicants requesting a grant above 750.000 EUR: audit report produced by an approved external auditor certifying the accounts for the last financial year available;
- Supporting documents: annual accounts, financial viability form

Selection criteria (section 8 of the call) cont.

➤ **Operational capacity**

- Applicants must have the professional competencies and qualifications required to complete the action
- SIMPLE programmes: if the applicant implements part of the action, min. 3-year experience in implementing similar measures
- Supporting documents: general profiles of core team, activity report

Award criteria (section 9 of the call)

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

2 - Technical quality of the project

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

Award criteria (section 9 of the call) cont.

3 - Management quality

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

4 - Cost-effectiveness

- a) Return on investment
- b) Suitable split of budget in relation to the objectives and scope of the activities
- c) Consistency between the estimated costs and deliverables
- d) Realistic estimation of person/days for activities implemented by the proposing organisation, including costs of project coordination

Award criteria – quality thresholds

Criteria	Maximum Points	Threshold
1. Union dimension	20	14
2. Technical quality of the project	40	24
3. Management quality	10	6
4. Cost-effectiveness	30	18
TOTAL	100	62

Evaluation

- Ranked list established for each topic indicated in the call
- Proposals will be ranked according to the number of points they receive based on the evaluation against the award criteria and sorted in descending order of points
- Proposals which receive the number of points above the threshold for quality for each award criterion will be accepted up to the limit of the available budget. The highest ranked of the remaining successful proposals will be put on a reserve list (and could be funded in case additional budget becomes available), the others will be rejected
- Proposals which do not fulfil the eligibility, selection or exclusion criteria, or which do not reach the threshold for quality (for one or several of the award criteria) will be rejected

Languages regime

- call text: all official languages
- guide for applicants and templates:
 - simple programmes – all official languages
 - multi programmes – English only
- proposals:
 - simple - language of the MS + English translation OR English only*
 - multi - can be submitted in English only

* - list of MS which accept to sign grant agreements based on proposals drafted in English is available at http://ec.europa.eu/agriculture/promotion/member-states/national-competent-authorities/competent-authorities_en.pdf

Timetable simple programmes

3. Timetable

The deadline for submission is **20 April 2017, 17.00 CET** (Central European Time).

	Stages	Date and time or indicative period
(a)	Publication of the call	12.1.2017
(b)	Deadline for submitting applications	20.4.2017
(c)	Evaluation period (indicative)	21.4-31.8.2017
(d)	Decision by the Commission (indicative)	October 2017
(e)	Information to applicants (indicative)	October 2017
(f)	Signature of the contract with Member State (indicative)	January 2018
(g)	Starting date of the action (indicative)	> 1.1.2018

Timetable multi programmes

3. Timetable

The deadline for submission of proposals is **20 April 2017, 17:00 CET** (Central European Time).

	Stages	Date and time or indicative period
a)	Publication of the call	12.1.2017
b)	Deadline for submitting applications	20.4.2017
c)	Evaluation period (indicative)	21.4 – 31.8.2017
d)	Information to applicants (indicative)	< 20.10.2017
e)	Signature of the grant agreement (indicative)	< 20.1.2018
f)	Starting date of the action (indicative)	> 1.1.2018

After submission

- Chafea to contact applicants only to clarify issues regarding eligibility or to request other clarifications
- Research Executive Agency (REA) will contact successful applicants on the ranked list of multi programmes in relation to validation of their legal entity as well as their financial capacity
- Information to applicants: outcome of evaluation including evaluation summary report
- Successful applicants will be invited to make non-substantial adjustments to the proposal, based on the comments of the evaluation committee

Lessons learned from 2016 calls

Main reasons for rejection

- Proposing organisation is not eligible
- Proposing organisation is not representative of the product/sector promoted
- Products/schemes promoted are not eligible
- Programme proposal is out of scope of the call and/or topic
- Programme is not of significant scale

Quality of proposals – weak points

- Programme objectives are not well defined
- Activities and deliverables are not well defined
- Union message is lacking
- Organisation and risk management are not described
- Evaluation methodology is absent
- Poor cost effectiveness

Final advice

- 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?
- Follow the instructions provided in the Guide for applicants
- Pay attention to “Award criteria”
- Do not wait until the last minute to submit your proposal



Chafea helpdesk

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

Phone: +352-4301-36611
weekdays between 9:30–12:00 and 14:30–17:00

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