



# 2020 Annual Work Programme and Calls for proposals

**Info day on the 2020 Calls for Proposals  
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## Annual work programme

- sets out the priorities and the corresponding budgets
- includes arrangements for market disturbance
- is the legal basis for financing promotion measures

## Drafting of AWP 2020 taking into account

- The objectives of the Regulation itself:
  - (i) increase the number of activities aimed at export markets where there is the highest potential of growth and
  - (ii) within the EU, in the internal market, inform consumers about the high standards of EU products, notably the EU quality logos
- For third countries / export markets: macro-economic analysis of existing and emerging markets, free trade agreements, expected removal of SPS barriers
- Contributions from stakeholders consulted through Civil Dialogue Groups
- Contributions from Member States
- Results of previous calls and high level missions



## 2020 Budget

Available budget for 2020 AWP is EUR 200.9 million in total, out of which:

- EUR 100 million for "simple" promotion programmes
- EUR 91.4 million for "multi" promotion programmes
- EUR 9.5 million for Commission's own initiatives

## Annex I: Simple programmes

	million EUR
<b>SIMPLE PROGRAMMES</b>	<b>100</b>
<b>Simple programmes in the Internal market</b>	<b>20</b>
<u>Topic 1.</u> Programmes on EU quality schemes (organic, GIs, 'Outermost Regions' logo)	12
<u>Topic 2.</u> Programmes highlighting the specific features of agricultural production methods in the Union (food safety, traceability, authenticity, labelling, nutritional and health aspects, animal welfare...) and the characteristics of EU products in terms of quality, taste, diversity or traditions (=outside EU quality schemes)	8
<b>Simple programmes in Third Countries</b>	<b>75</b>
<u>Topic 3.</u> China, Japan ,Korea, South East Asia, Southern Asia	27.5
<u>Topic 4.</u> Canada, USA, Mexico	20
<u>Topic 5.</u> Other geographical areas	22.5
<u>Topic 6.</u> Information provision and promotion programmes on beef and/or veal targeting any third country(ies)	5
Simple programmes for <b>market disturbance</b> /additional call for proposals	<b>5</b>

## Annex I: Multi programmes

	million EUR
MULTI PROGRAMMES	<b>91.4</b>
<b>Multi programmes in the internal market</b>	<b>43</b>
<u>Topic A.</u> Programmes on EU quality schemes (organic, GIs, 'Outermost Regions' logo) OR Programmes highlighting the specific features of agricultural production methods in the Union (food safety, traceability, authenticity, labelling, nutritional and health aspects, animal welfare...) and the characteristics of EU products in terms of quality, taste, diversity or traditions	35
<u>Topic B.</u> 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 practice	8
<b>Multi programmes in third countries</b>	<b>43,4</b>
<u>Topic C.</u> Programmes on EU quality schemes (organic, GIs, 'Outermost Regions' logo) OR Programmes highlighting the specific features of agricultural production methods in the Union (food safety, traceability, authenticity, labelling, nutritional and health aspects, animal welfare...) and the characteristics of EU products in terms of quality, taste, diversity or traditions.	43,4
Multi programmes for <b>market disturbance</b> /additional call for proposals	<b>5</b>



## 2020 Calls for Proposals

2 calls published in Official Journal of the EU:

- simple and
- multi programmes
  
- Online submission of proposals via 'Funding & Tender Opportunities' portal
  
- Submission deadline: **15 April 2020 17:00 CET**
  
- Decision on the evaluation outcome: **October 2020**

## Evaluation criteria

- Eligibility
  - Applicants, products/schemes and activities
- Exclusion
  - From the participation, from the award
- Selection
  - Operational and financial capability
- Award criteria
  - Grants to be awarded to the highest scoring proposals up to the available budget





European  
Commission

**Thank you for your attention and good luck!**