

## **Calls for proposals 2020**

**Opportunities, practical tips  
and lessons learned**

**Info day, Brussels, 30 January 2020**

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# Content of the presentation

- Why to apply?
- Opportunities
- How to succeed?
- Most common reasons for rejection
- Practical tips



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# Why to apply?

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- Design a more ambitious project with stronger impact
- Reduce the financial risk of entering new markets
- Benefit from experience of other consortium partners

# Why to apply?

- **How can my organisation benefit from a promotion programme?**

Interviews with beneficiaries of simple and multi programmes

<https://ec.europa.eu/chafea/agri/content/how-has-eu-funding-helped-promote-agri-food-products-and-outside-eu>

- **Campaign map**

List of all campaigns financed since 2016

<https://ec.europa.eu/chafea/agri/campaigns/map-and-statistics-target-countries>



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# Opportunities

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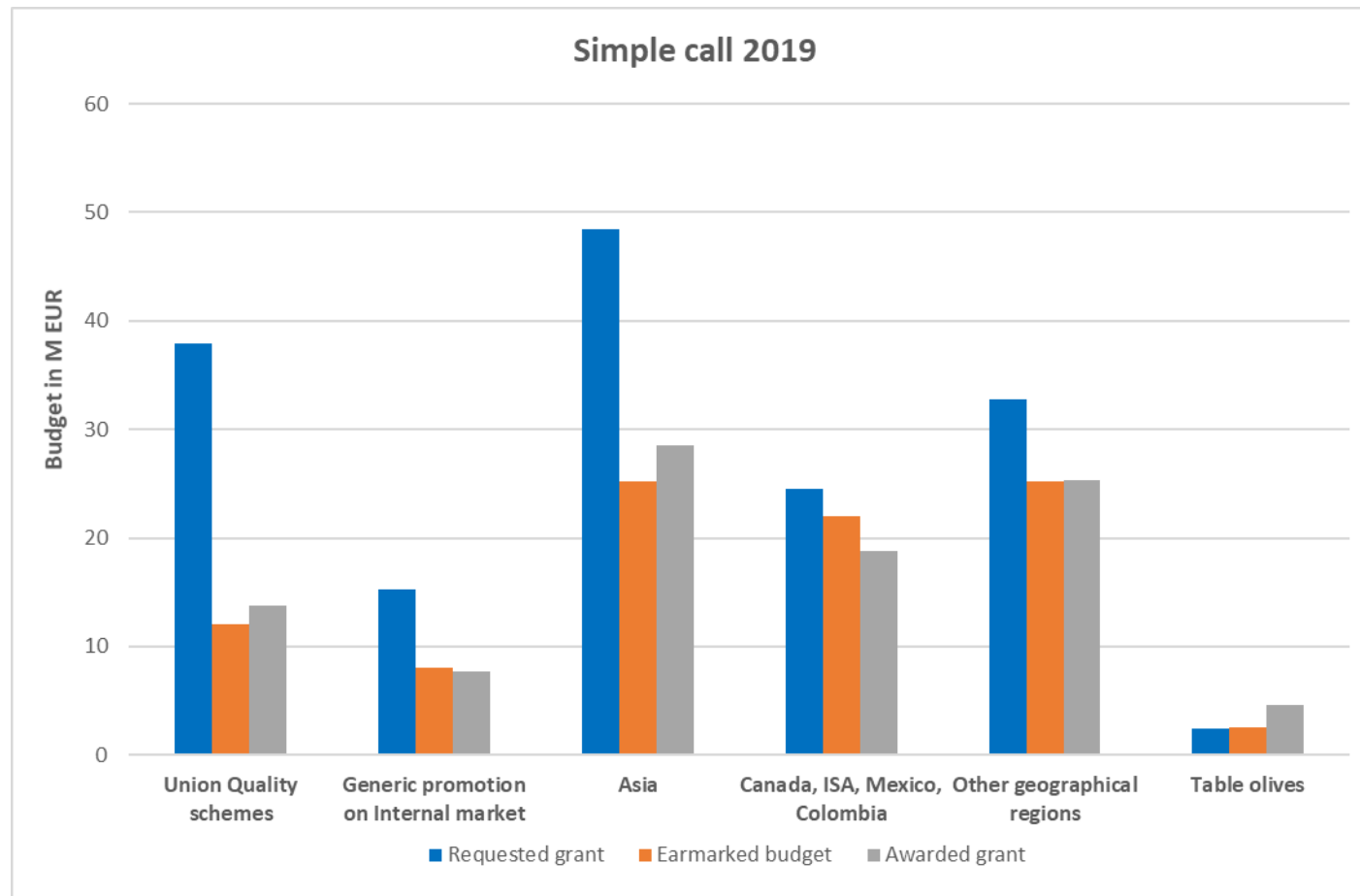
- High score for quality is key

**BUT**

- Probability of obtaining funding depends on the level of competition, which depends on the choice of topic (IM/TC, simple/multi)
- Statistics for 2016-2018 calls available on Chafea website

<https://ec.europa.eu/chafea/agri/content/previous-programmes>

# Competition by topic

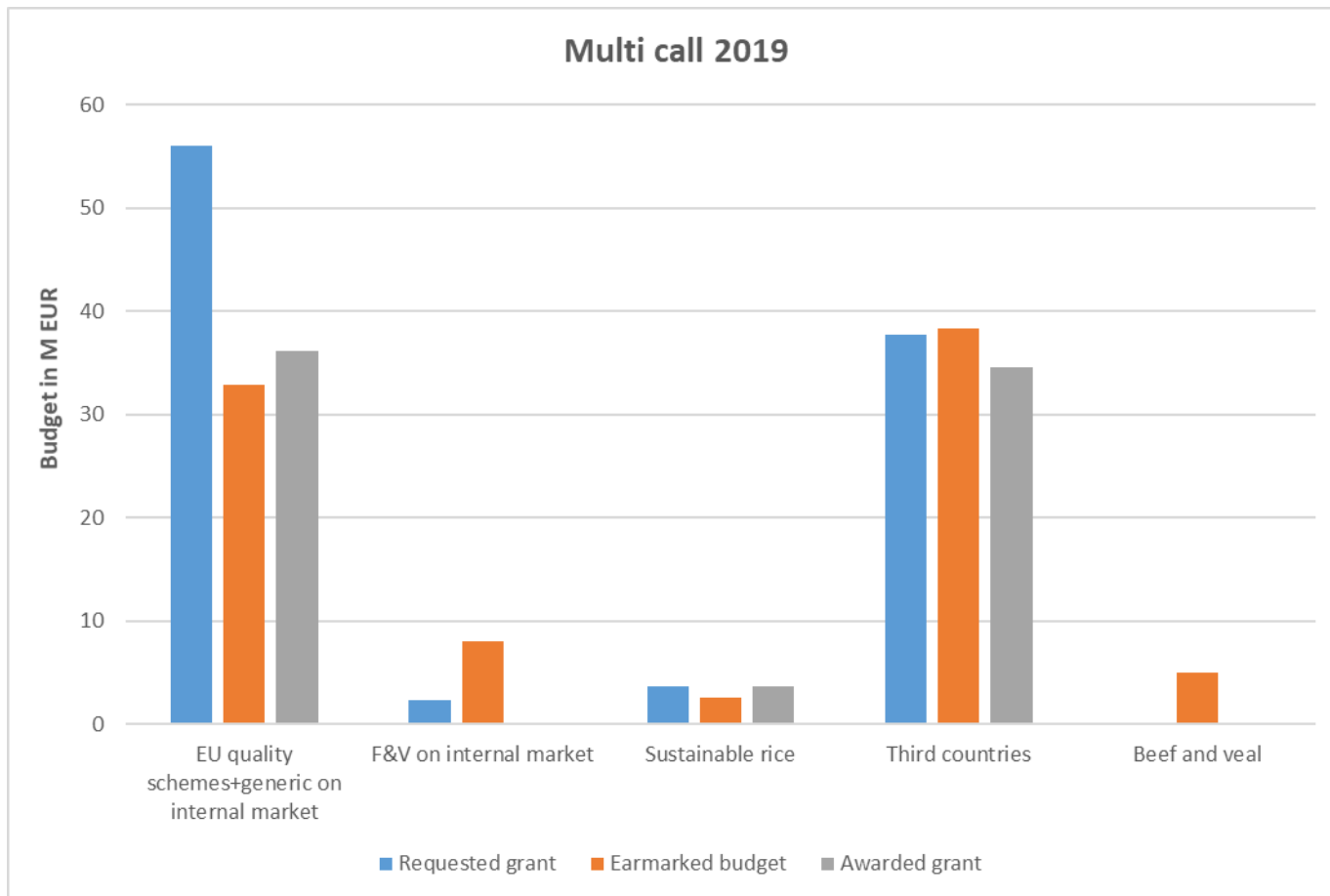






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# Competition by topic





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# How to succeed?

# How to succeed?

- Make sure that your organisation and the products you wish to promote are **eligible**
- **Quality of the project** is key, it is defined by the award criteria
- **Follow the guide** for applicants and its annexes
- Use the information available on **Chafea website**: market entry handbooks, webinars
- If your project was rejected last year, address **all comments from the ESR**

# How to succeed?

Ensure also that:

- There is a main Union message
- Economic impact is addressed
- Activities correspond to the objectives, strategy and target groups
- Description of activities is detailed enough

When allocating costs:

- budget should allow for obtaining the planned results
- costs should be proportionate and their presentation comprehensible

# How to succeed?

- Continuation of previous campaigns:  
Explain the added value of the continuation and how lessons learnt were taken into account
- Similar proposals under different topics:  
Edit them carefully to avoid reference to irrelevant objectives, inconsistency in target countries etc.
- Re-submissions:  
Check for outdated references



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# Reasons for rejection

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## Non-eligible proposals

- Eligibility rules defined in the legal base
  - To avoid rejection, consult FAQ, eligibility checker and other information available on Chafea portal
- Ineligible applicants (private companies, organisations not representative at the national level, entities applying as agri-food sector bodies and not fulfilling the relevant conditions)
- Ineligible products (products not listed in Annex I to the Treaty or Annex 1 of reg. 1144/2014)
- Ineligible actions (wine in simple programmes not combined with other products, actions not targeting countries other than the MS of the applicant)

# Reasons for rejection

## Poor quality of proposal

Implementation logic (link between market analysis, objectives, strategy and activities) not well developed

Other examples:

- gaps in market analysis
- random or exaggerated objectives not presented in a SMART manner
- weak or no Union message
- activities not well chosen and described
- poor evaluation methods and indicators
- ROI not well demonstrated
- poor cost effectiveness





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# Practical tips

## 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/agrip>

# 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 website

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

- Legal framework
- Information relevant to preparation of programme proposals (including FAQ, webinars, recording of Info Day!)
- Information for exporters: market entry handbooks, other reports and information relevant to markets of third countries
- Information relative to IPR: protection of geographical indications, brands on third markets (webinars, factsheets, links to IPR helpdesks)
- Events and campaigns organized by the EC
- Register to the newsletter to receive the latest news!

# Chafea portal: other content useful for submission phase

- Video: How to submit your proposal?
- Frequently asked questions (FAQ)
- Eligibility checker
- Campaign visual creator
- ... and much more

# 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

# Final 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?
- Ask a person with marketing profile to 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 1st of April

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



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

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