



# Apply successfully to the new calls: what has changed with respect to the past?

Info day, 29 January 2021

Consumers, Health, Agriculture and  
Food Executive Agency

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# New corporate guidance and templates

- 2021 calls are published under the new multiannual financial framework
- New model grant agreement (MGA), call text, guidance documents and submission templates
- No change in rules governing the promotion policy

# Where to find information (1)

- Visit the Funding & Tenders portal and search for AGRIP

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

In order to:

- Find the call and all call documents (translated for simple call)
- Consult the [reference documents](#) (legal base, MGA, reporting templates)
- Enter the submission system and download submission templates
- Submit your proposal
- Find project partners (search “multi” beneficiaries)
- Consult FAQ regarding submission
- Contact the IT helpdesk



# Funding & tender opportunities

Single Electronic Data Interchange Area (SEDIA)

English EN

Register Login



The general objective of the Promotion of agricultural products policy is to enhance the competitiveness of the Union agricultural sector.

The EU policy on information provision and promotion measures for agricultural products is intended to help open up new markets. Under the slogan, "Enjoy, it's from Europe", it aims to help agricultural organisations to promote EU agri-food products into international markets, and to raise awareness among consumers of the efforts made by European farmers to provide quality products.

The general objective of the Promotion policy is to enhance the competitiveness of the Union agricultural sector.

[More information about the promotion policy.](#)

- [Find calls for proposals](#)
- [Priorities](#)
- [Projects & Results](#)
- [What's new](#)

## Find calls for proposals in Promotion of agricultural products Funds

Search calls for proposals by keywords, programme parts,...

**Calls for Tenders** are not available when you have selected a programme. [See all calls for tenders published by EC](#)

# Where to find information (2)

Visit <http://ec.europa.eu/chafea/agri> in order to:

- Clarify eligibility rules applicable to your proposal, organisation and products promoted ([policy FAQ](#), [eligibility checker](#), [legal framework section](#))
- Check examples of previous co-financed campaigns ([Campaign map](#))
- Find tips on how to increase chances of obtaining funding ([webinars](#), section on [most common mistakes](#), [statistics on previous calls](#))
- Find useful [guidance for implementation stage](#)
- Consult [market entry handbooks](#) for a number of export markets
- Register to receive Chafea newsletters

# Preparing the application: guidance documents

- Online manual (corporate document, constantly evolving, available in English, explaining all stages of grants lifecycle – only first steps are relevant for simple programmes)
- Programme guide (specific to Promotion of agricultural products, translated, applicable to both simple and multi)
- Application form incl. new template for part B (available in the submission tool, translated for simple programmes)

# Changes in award criteria

- New structure of main award criteria: **Relevance, Quality, Impact**
- Most of the sub-criteria from the past calls have been kept, some moved under another main award criterion
- New sub-criterion added under “Relevance” to ensure coherence with climate and environmental ambition of the CAP, Green deal, F2F:
  - The project effectively contributes to the climate and environmental ambition of the Common Agricultural Policy, in particular concerning sustainability of production and consumption (Green Deal and Farm to fork strategy).
  - Projects implemented in the internal market are aligned with the Food-Based Dietary Guidelines (FBDG) of the target Member State.



# New model grant agreement (MGA)

- Changes in MGA for simple and multi programmes

Item	Old MGA	New MGA
Implementation by linked entities	Subcontracting without profit	Financial support to third parties

- Changes in MGA for multi programmes

Item	Old MGA	New MGA
CFS threshold	Grant $\geq$ 750.000 EUR and cumulative payments $\geq$ 325.000 EUR	Payments $\geq$ 325.000 EUR
Payment deadline	60 days	90 days
Deadline submission final report	90 days	60 days

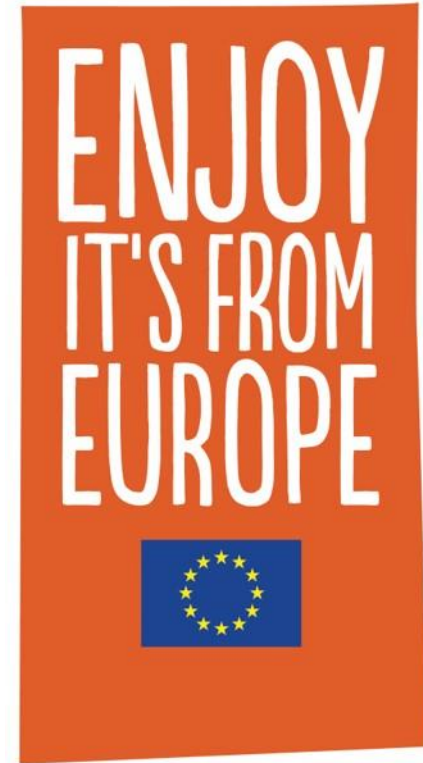
# Final recommendations

- Read the relevant documents on the F&T portal and Chafea website
- Make sure that all applicants, their products and the proposal are eligible and respond to call and topic objectives
- Follow the Programme guide
- Pay attention to revised Award criteria
- Do not wait until the last minute to submit your proposal
- Helpdesk (non-IT questions): [chafea-agri-calls@ec.europa.eu](mailto:chafea-agri-calls@ec.europa.eu)

# Q&A

**#EUAgriPromo**

<http://ec.europa.eu/chafea/agri>  
[www.agripromotion.eu](http://www.agripromotion.eu)



# Thank you!



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