



# Workshop on EU promotion policy

Preparation of project proposals and role of REA



*Online webinar, 30 November 2021*

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# Role of REA

- management of calls transferred from Chafea to REA (European Research Executive Agency) on 1/4/2021

## **Agency is in charge of:**

- publishing calls for proposals for SIMPLE and MULTI programmes
- evaluating the proposals for both calls with support of external experts
- managing grant agreements for MULTI programmes

# Steps before preparing the proposal

- Look for **potential partners** within and outside your Member State to benefit from their experience and to propose projects with stronger EU dimension  
→ matchmaking during Info Days
- Carefully **choose call and topic** to maximise your possibility of obtaining funding  
→ Topics on internal market – competition 1 to 5 – not all good proposals can receive funding
- Collect and analyse all relevant **information and guidance** documents (see next slide)

# Preparing the proposal

- Visit [Funding and Tenders portal](#) and [REA website](#)
- Consult call text, proposal template, model grant agreement
- **Programme guide** explains step by step how to prepare a good proposal; Important aspects: market analysis, project strategy and objectives, EU message, project indicators
- Projects compete based on their quality measured by **Award criteria** – detailed award criteria available in the Programme guide

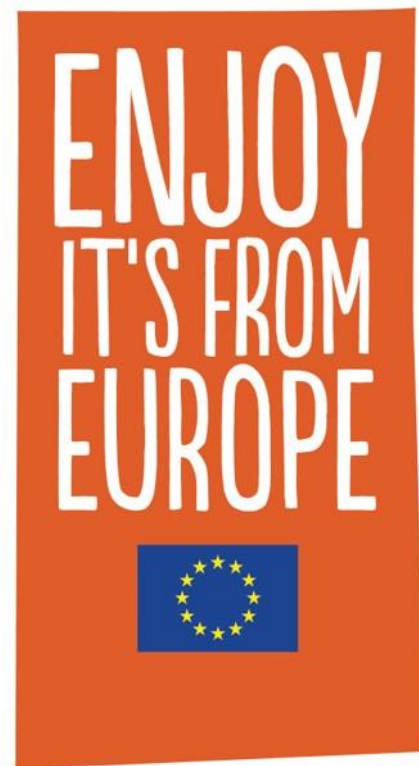
# 2021 calls for proposals: general remarks

- The number of proposals is higher than in 2020
- Competition is high in « new » topics dedicated to sustainability and organic on internal market.
- New award criteria assessing alignment with F2F objectives not always well addressed in proposals
  - Pay attention to award criteria concerning sustainable production and consumption; on internal market, project shall be aligned with Food-based dietary guidelines of the target Member State

# Sources of information

- REA website: information on implementation of promotion policy, results of past calls
- Funding&Tenders (F&T) portal incl. call documents, model grant agreements, FAQ
- Info day in Brussels on 1-2 February 2022
- Register for REA newsletter to stay informed

# Q&A





# Thank you



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