



2022 Annual Work Programme

Promotion Policy Info Days
1 February 2022

DG Agriculture and Rural Development

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1. HOW WE DRAFTED THE AWP 2022

- The objectives of the Regulation (EU) No 1144/2014
- **Coherence with EU policy priorities on sustainable production and consumption**
- For third countries, a macro-economic analysis on projected increase in imports on existing or emerging markets, as well as a policy evaluation on FTAs or expected removal of SPS barriers
- Input from Member States (through the CMO committee)
- Contributions from stakeholders, consulted through Civil Dialogue Groups
- Results of previous calls (submissions' rates)

2. BUDGET & TOPICS

Available budget for **2022 AWP is €185.9** million in total, out of which:

- **€89 million** for "**simple**" promotion programmes (a simple programme is a promotion programme submitted by one or more proposing organisations from the same Member State)
- **€EUR 87.4 million** for "**multi**" promotion programmes (A multi programme is a programme submitted by organisations from at least two Member States or one or more European organisations)
- **€ 9.5 million** for Commission's **own initiatives**

Simple programmes

SIMPLE PROGRAMMES	€ 89 M
Simple programmes in the Internal market	€ 42,1 M
AGRIP-SIMPLE-2022-IM-EU QS Information provision and promotion programmes aiming at increasing the awareness and recognition of Union quality schemes	€ 5 M
AGRIP-SIMPLE-2022-IM-ORGANIC Information provision and promotion programmes aiming at increasing the awareness and recognition of Union quality scheme on organic production	€ 14 M
AGRIP-SIMPLE-2022-IM- SUSTAINABLE Programmes increasing the awareness of Union sustainable agriculture and animal welfare	€ 8 M
AGRIP-SIMPLE-2022-IM-FRESH FRUITS AND VEGETABLES 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 practices	€ 9,1 M
AGRIP-SIMPLE-2022-IM-CHARACTERISTICS Information provision and promotion programmes aiming at highlighting the specific features of agricultural methods in the Union and the characteristics of European agricultural and food products, and quality schemes	€ 6 M
Simple programmes in Third Countries	€ 41,9 M
AGRIP-SIMPLE-2022-TC-ASIA Information provision and promotion programmes targeting one or more of the following countries: China (including Hong-Kong and Macao), Japan, South Korea, Taiwan, South-eastern Asia or Southern Asia	€ 16,3 M
AGRIP-SIMPLE-2022-TC-AMERICAS Information provision and promotion programmes targeting one or more of the following countries: Canada, USA or Mexico	€ 8,3 M
AGRIP-SIMPLE-2022-TC-OTHERS Information provision and promotion programmes targeting other geographical areas	€ 12,3 M
AGRIP-SIMPLE-2022-TC-ORGANICS OR SUSTAINABLE Information provision and promotion programmes concerning organic products under Union quality scheme OR information provision and promotion programmes aiming at increasing awareness of Union sustainable agriculture and animal welfare in any third country/ies	€ 5 M
Simple programmes for market disturbance/additional call for proposals	€ 5 M

Simple programmes

SIMPLE PROGRAMMES	€ 89 M
Simple programmes in the Internal market	€ 42,1 M
AGRIP-SIMPLE-2022-IM-EU QS Information provision and promotion programmes aiming at increasing the awareness and recognition of Union quality schemes	€ 5 M
AGRIP-SIMPLE-2022-IM-ORGANIC Information provision and promotion programmes aiming at increasing the awareness and recognition of Union quality scheme on organic products	€ 14 M
AGRIP-SIMPLE-2022-IM-SW Information provision and promotion programmes aiming at increasing the awareness and recognition of Union quality scheme on animal welfare	€ 8 M
AGRIP-SIMPLE-2022-IM-FC Information provision and promotion programmes aiming at increasing the awareness and recognition of Union quality scheme on food consumption of fresh produce	€ 9,1 M
AGRIP-SIMPLE-2022-IM-AM Information provision and promotion programmes aiming at increasing the awareness and recognition of Union quality scheme on agricultural methods	€ 6 M
Simple programmes for market disturbance/additional call for proposals	€ 41,9 M
AGRIP-SIMPLE-2022-TC-AM Information provision and promotion programmes aiming at increasing awareness of Union sustainable agriculture and animal welfare in any third country/ies (including Hong-Kong and Macao), and	€ 16,3 M
AGRIP-SIMPLE-2022-TC-AM Information provision and promotion programmes aiming at increasing awareness of Union sustainable agriculture and animal welfare in any third country/ies (USA or Mexico)	€ 8,3 M
AGRIP-SIMPLE-2022-TC-OTHERS Information provision and promotion programmes aiming at increasing awareness of Union sustainable agriculture and animal welfare in any third country/ies (other areas)	€ 12,3 M
AGRIP-SIMPLE-2022-TC-ORGANICS OR SUSTAINABLE Information provision and promotion programmes concerning organic products under Union quality scheme OR information provision and promotion programmes aiming at increasing awareness of Union sustainable agriculture and animal welfare in any third country/ies	€ 5 M
Simple programmes for market disturbance/additional call for proposals	€ 5 M

**ESTIMATED
FARM TO FORK
CONTRIBUTION
€ 36.1 M
(simple)**

Multi programmes

MULTI PROGRAMMES	€ 87,4 M
Multi programmes in the internal market	€ 43,2 M
AGRIP-MULTI-2022-IM Information provision and promotion programmes aiming at increasing the awareness and recognition of Union quality schemes OR information provision and promotion programmes highlighting the specific features of agricultural methods in the Union and the characteristics of EU agri-food products, and quality schemes	€ 4,2 M
AGRIP-MULTI-2022-IM-ORGANIC Information provision and promotion programmes aiming at increasing the awareness and recognition of Union quality scheme on organic production	€ 18 M
AGRIP-MULTI-2022-IM- SUSTAINABLE Programmes increasing the awareness of Union sustainable agriculture and animal welfare	€ 12 M
AGRIP-MULTI-2022-IM-FRESH FRUITS AND VEGETABLES 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 practices	€ 10 M
Multi programmes in third countries	€ 39,2 M
AGRIP-MULTI-2022-TC-ALL Information provision and promotion programmes targeting any third country(ies)	€ 25,2 M
AGRIP-MULTI-2022-TC-ORGANICS OR SUSTAINABLE Information provision and promotion programmes concerning organic products under Union quality scheme OR information provision and promotion programmes aiming at increasing awareness of Union sustainable agriculture and animal welfare in any third country/ies	€ 13 M
Multi programmes for market disturbance/additional call for proposals	€ 5 M

Multi programmes

MULTI PROGRAMMES	€ 87,4 M
Multi programmes in the internal market	€ 43,2 M
AGRIP-MULTI-2022-IM Information provision and promotion of the awareness and recognition of Union quality schemes OR information provision and promotion of traditional methods in the Union and the characteristics of EU agri-food products	€ 4,2 M
AGRIP-MULTI-2022-IM-ORG Information provision and promotion of the awareness and recognition of Union quality schemes	€ 18 M
AGRIP-MULTI-2022-IM-ORG-ORG Information provision and promotion of the awareness and recognition of Union quality schemes	€ 12 M
AGRIP-MULTI-2022-IM-ORG-ORG-ORG Information provision and promotion of the awareness and recognition of Union quality schemes	€ 10 M
Multi programmes for market disturbances	€ 39,2 M
AGRIP-MULTI-2022-TC-ORG Information provision and promotion of the awareness and recognition of Union quality schemes	€ 25,2 M
AGRIP-MULTI-2022-TC-ORG-ORG Information provision and promotion of the awareness and recognition of Union quality schemes	€ 13 M
Multi programmes for market disturbances	€ 5 M

**ESTIMATED
FARM TO FORK
CONTRIBUTION
€ 53 M
(multi)**

Contribution to Farm to Fork (estimated)

**Promotion organic
or sustainable (in
third countries)
€ 18 M**

**Promotion organic
€ 32 M**

**Promotion
sustainable
€ 20 M**

**fresh fruit &
vegetables
consumption in
balanced diets
€ 19.1 M**

**APPROX. 50% OF THE OVERALL
PROMOTION BUDGET
for co-financing programmes**

Calls timeline

- **Publication:** 2 calls (multi and simple) published on **20 January 2022** on EU's Funding and Tenders Portal – no publication in the EU official journal
- **Submission deadline:** **21 April 2022** 17:00 CET
- **Decision** on the evaluation outcome: autumn 2022

3. Criteria for funding (UPDATED)

Eligibility, exclusion and selection criteria remain unchanged

Award criteria – updated sub-criterion (under Relevance)

(b) Contribution of the proposed information provision and promotion project in respect of the objectives of the climate and environmental ambition of the CAP, the Green Deal and Farm to Fork strategies, in particular concerning sustainability of production and consumption;

for proposals targeting the internal market, alignment with the objectives of Europe's Beating Cancer Plan, in particular encouraging the shift to a more plant-based diet, with less red and processed meat and other foods linked to cancer risks (e.g. alcoholic drinks).

3. Criteria for funding (NEW)

NEW for all promotion programmes targeting the internal market

All visual information and promotion material used must include a reference to the national Food Based Dietary Guidelines of the targeted Member State/s for the promoted product/s

New email address!

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