



# Online Info Day 2022 Calls for Proposals



**How to address sustainability in  
2022 programme proposals.**

*Available guidance and tips for  
success*

01-02 February 2022

# CONTENTS

1. WHY DO WE **NEED CRITERIA** ON SUSTAINABILITY
  2. THE “NEW” ELEMENTS OF THE EVALUATION **CRITERIA EXPLAINED**
  3. TO **WHICH TOPICS** WILL THE NEW SUSTAINABILITY ELEMENTS APPLY
- 
1. WHERE TO FIND **ADDITIONAL INFORMATION**
  2. HOW ARE THE NEW EVALUATION **CRITERIA APPLIED DURING THE EVALUATION**

# 1. WHY DO WE NEED CRITERIA ON SUSTAINABILITY?

## 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)

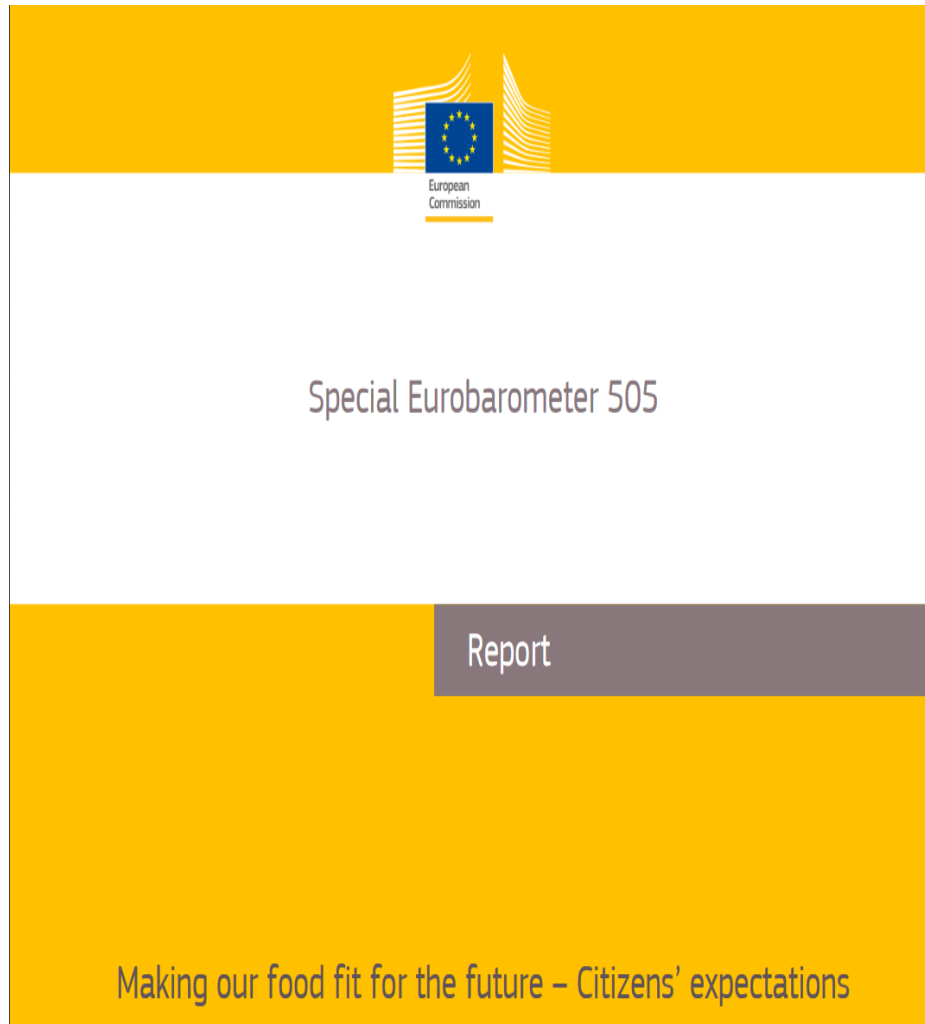


## Policy coherence

Strengthen coherence of the annual work programme with the policy priorities of the European Union, inc. Green Deal and Farm to fork strategy



# 1. WHY DO WE NEED CRITERIA ON SUSTAINABILITY?



## Citizen expectations

87% want the EU to be more proactive in promoting food sustainability worldwide.

# 1. WHY DO WE NEED CRITERIA ON SUSTAINABILITY?



## International commitments

The European Climate Law establishes a binding requirement for EU institutions and Member States to adopt a regulatory environment enabling the achievement of the climate targets.

Specifically, they must take “the necessary measures” at the EU and national levels to achieve 2050 climate neutrality.

# 2. THE NEW ELEMENTS OF THE EVALUATION CRITERIA EXPLAINED

## Categories of Criteria

Proposals shall be evaluated on the basis of the four categories of criteria:

### ELIGIBILITY CRITERIA

Determines whether an applicant is allowed to participate in the call.

### EXCLUSION CRITERIA

Eliminates participants who are in the exclusion situations.

### SELECTION CRITERIA

Assess the applicant's financial and operational capacity.

### AWARD CRITERIA

Assess the proposal's scope in relation to the priorities and other quality aspects.

# 2. THE NEW ELEMENTS OF THE EVALUATION CRITERIA EXPLAINED

## Categories of Criteria

Proposals shall be evaluated on the basis of the four categories of criteria:

### ELIGIBILITY CRITERIA

Determines whether an applicant is allowed to participate in the call.

### EXCLUSION CRITERIA

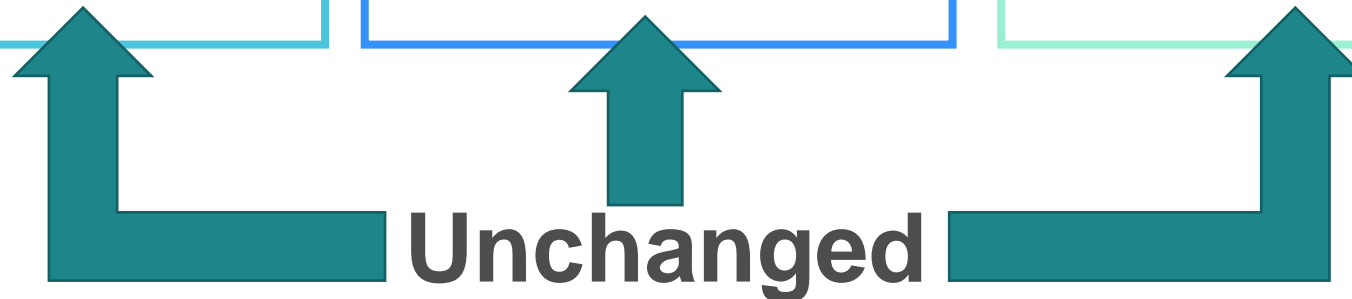
Eliminates participants who are in the exclusion situations.

### SELECTION CRITERIA

Assess the applicant's financial and operational capacity.

### AWARD CRITERIA

Assess the proposal's scope in relation to the priorities and other quality aspects.



# 2. THE NEW ELEMENTS OF THE EVALUATION CRITERIA EXPLAINED

## Categories of Criteria

Proposals shall be evaluated on the basis of the four categories of criteria:

### ELIGIBILITY CRITERIA

Determines whether an applicant is allowed to participate in the call.

### EXCLUSION CRITERIA

Eliminates participants who are in the exclusion situations.

### SELECTION CRITERIA

Assess the applicant's financial and operational capacity.

### AWARD CRITERIA

Assess the proposal's scope in relation to the priorities and other quality aspects.

Updates Award Criteria



# 2. THE NEW ELEMENTS OF THE EVALUATION CRITERIA EXPLAINED

## Updates to Award Criteria

### AWARD CRITERIA

Assess the proposal's scope in relation to the priorities and other quality aspects.

RELEVANCE

QUALITY

IMPACT

# 2. THE NEW ELEMENTS OF THE EVALUATION CRITERIA EXPLAINED

## Updates to Award Criteria

### AWARD CRITERIA

Assess the proposal's scope in relation to the priorities and other quality aspects.

RELEVANCE

QUALITY

IMPACT

← **Unchanged**

# 2. THE NEW ELEMENTS OF THE EVALUATION CRITERIA EXPLAINED

## Updates to Award Criteria

### AWARD CRITERIA

Assess the proposal's scope in relation to the priorities and other quality aspects.

RELEVANCE

QUALITY

IMPACT



Unchanged

Minor updates

# 2. THE NEW ELEMENTS OF THE EVALUATION CRITERIA EXPLAINED

## Updates to Award Criteria

### AWARD CRITERIA

Assess the proposal's scope in relation to the priorities and other quality aspects.

RELEVANCE

QUALITY

IMPACT



**New “sustainability” element**

**Unchanged**

**Minor updates**

## 2. THE NEW ELEMENTS OF THE EVALUATION CRITERIA EXPLAINED

### RELEVANCE SUB-CRITERION (25 POINTS)

(a) Relevance of proposed information and promotion measures to the general and specific objectives listed in Article 2 of Regulation (EU) No 1144/2014, aims listed in Article 3 of that Regulation, as well as to priorities, objectives and expected results announced under the relevant thematic priority;

(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, Farm to Fork Strategy, in particular concerning the sustainability of food 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).**

(c) Quality and relevance of the market analysis;

(d) Coherence of the programme strategy, objectives, target groups and key messages

(e) Union message of the campaign

## 2. THE NEW ELEMENTS OF THE EVALUATION CRITERIA EXPLAINED

### RELEVANCE SUB-CRITERION (25 POINTS)

(a) Relevance of proposed information and promotion measures to the general and specific objectives listed in Article 2 of Regulation (EU) No 1144/2014, aims listed in Article 3 of that Regulation, as well as to priorities, objectives and expected results announced under the relevant thematic priority;

(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, Farm to Fork Strategy, in particular concerning the sustainability of food 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).**

(c) Quality and relevance of the market analysis;

(d) Coherence of the programme strategy, objectives, target groups and key messages

(e) Union message of the campaign

## 2. THE NEW ELEMENTS OF THE EVALUATION CRITERIA EXPLAINED

Relevance Sub-Criterion / Paragraph (b)

### **ALL PROJECT PROPOSALS:**

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).

**Applicants shall explain the efforts made by producers to make the production and/or consumption practices more sustainable (using as a reference the Food and Agriculture Organization of the United Nations (FAO)'s definition of sustainable agriculture).**

## 2. THE NEW ELEMENTS OF THE EVALUATION CRITERIA EXPLAINED

Relevance Sub-Criterion / Paragraph (b)

### **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).

**Applicants shall explain how the project proposal contributes to encourage a shift to a more plant-based diet, and how they incorporate the reference to Food Based Dietary Guidelines (FBDG) of Member States in their visual materials and promotion activities.**



# 3. TO WHICH TOPICS WILL THE NEW ELEMENTS APPLY?

## ALL PROPOSALS (TARGETING INTERNAL MARKET AND THIRD COUNTRIES)

1. The AWARD CRITERIA (inc. RELEVANCE sub-criterion paragraph (b)) applies to all proposals submitted under all topics.

Proposals are rewarded if they demonstrate efforts have been made by the producers to move towards more sustainable production / consumption (FAO reference).

# 3. TO WHICH TOPICS WILL THE NEW ELEMENTS APPLY?

## PROPOSALS TARGETING THE INTERNAL MARKET

1. In the case of proposals targeting the internal market the proposals **are rewarded** if they demonstrate a contribution to the objectives of Europe's beating cancer plan with the shift to a more plant-based diet.
2. All visual information and promotion material used **must** include a reference to the national Food Based Dietary Guidelines (FBDG) of the targeted Member State/s for the promoted product/s.

[Food-Based Dietary Guidelines in Europe: Source Documents | Knowledge for policy \(europa.eu\)](#)

# Where to find information (1)

## Funding and Tenders (F&T) portal:

- [15 topics of the 2 calls which are currently open for submission](#)
  - Topics include links to Call document, [Programme Guide](#), model grant agreement (MGA), [Organisations looking for partners](#), link to start Submission, IT guidance, etc.
- [Frequently asked questions \(FAQ\)](#)
  - Eligibility of products, organisations, activities
  - Will be regularly updated until call submission deadline
- [Guidance and Manuals, including AGRIP reference documents](#)
  - Legal base, AWP, MGA, Programme guide, application form, reporting templates, etc.

# Where to find information (2)

## Funding & Tenders portal:

### Annual work programme and Call text

- Priorities, budget, call criteria
- Topic description defines the scope, objectives and expected results of funded projects. Proposals need to align with those objectives, including by adapting communication messages to the topic chosen.

### Programme Guide

- Lists the detailed evaluation (award) criteria; expert evaluators will assess your proposal against those criteria
- Specific sections of the guide explain how to address the award criteria

# Where to find information (3)

## REA website:

- New webpage dedicated to [Promotion of agricultural products](#)
- [Subscription to newsletter](#)
- Factsheets and videos on eligibility of applicants, products and activities

## Helpdesk:

- [Rea-agri-grants@ec.europa.eu](mailto:Rea-agri-grants@ec.europa.eu)
- IT support via [F&T portal](#)

# Award criterion “Relevance”

CRITERIA	SUB-CRITERIA	
<b>1. RELEVANCE</b>	<b>Max. point: 25</b>	<b>Threshold: 15</b>
(a) Relevance of proposed information and promotion measures to the general and specific objectives listed in Article 2 of Regulation (EU) No 1144/2014, aims listed in Article 3 of that Regulation, as well as to priorities, objectives and expected results announced under the relevant thematic priority	<ul style="list-style-type: none"> <li>The proposal fits well the specific objectives and aims set in the legal base, and adequately addresses the chosen thematic priority and topic of the call for proposals.</li> <li>The relevant aspects are well translated into the programme strategy, activities and messages.</li> </ul>	
<p>(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.</p> <p>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<sup>1</sup> and other foods linked to cancer risks (e.g. alcoholic drinks).</p>	<ul style="list-style-type: none"> <li>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)</li> <li>Projects implemented in the internal market are aligned 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).</li> <li>Projects implemented in the internal market are aligned with the Food-Based Dietary Guidelines (FBDG) of the target Member State.</li> </ul>	
(c) Quality and relevance of the market analysis	<ul style="list-style-type: none"> <li>The market analysis covers target market(s) of the proposal; it is based on sound market research data and/or import/export figures, which have been quoted in the proposal.</li> </ul>	

# Criterion 1.b on sustainability – how it is applied?

***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)***

- *For all topics, applicants shall explain in the proposal the efforts made by producers to make the production and/or consumption practices more sustainable*
- *Campaign objectives and messages do not need to mention sustainability (except for topics on Sustainability – see below). They should address the chosen topic*

# Criterion 1.b on sustainability – how it is applied?

## Europe's Beating Cancer Plan and FBDG

Projects implemented in the **internal market** are aligned 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).

Projects implemented in the **internal market** are aligned with the Food-Based Dietary Guidelines (FBDG) of the target Member State.

➤ *All visual information and promotion material used must include a reference to the national FBDG of the targeted Member State/s for the promoted product/s*

24 ➤ *Campaign messages should not contradict the FBDG*



# Award criterion “Impact”

3. <b><u>IMPACT</u></b>	<b>Max. point: 25</b>	<b>Threshold: 15</b>
(a) Impact of project at EU level	<ul style="list-style-type: none"> <li>• Programme is of significant scale and has potential to increase demand and/or market share.</li> <li>• Programme has significant coverage (e.g. number and/or relative share of consumers/importers/buyers targeted, etc.).</li> <li>• Impact of the programme is quantified on the level of the proposing organisation(s) and/or the Member State of the proposing organisation(s).</li> <li>• Programme has potential to benefit other EU producers from the same or other product sector(s).</li> </ul>	
(b) Justification of the overall level of investment	<ul style="list-style-type: none"> <li>• The project has potential to ensure sustained economic and social impact. If applicable, added value in terms of employment is described.</li> <li>• The project has potential to contribute to sustainable production and/or consumption.</li> </ul>	
<b>TOTAL</b>	<b>Max. point: 100</b>	<b>Threshold: 60</b>

## Criterion 3.a) - impact in terms of sustainability

- The project has potential to ensure sustained economic and social impact. If applicable, added value in terms of employment is described.
- The project has potential to contribute to sustainable production and/or consumption.

*Programme guide, page 25: “applicants shall demonstrate the project’s potential to ensure sustained economic and social impact, as well as the potential to contribute to sustainable production and/or consumption.  
**N.B.: Those aspects do not need to be quantified.**”*

# Topics on sustainability – how to tailor the proposal?

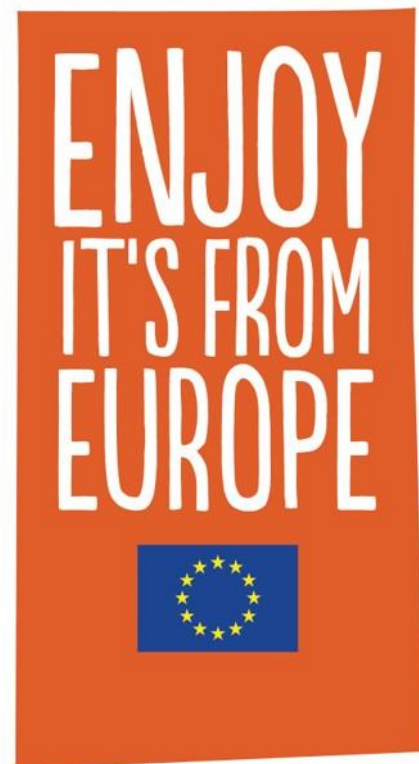
**Project objectives** shall aim at **increasing the awareness of Union sustainable agriculture and animal welfare.**

This should be **reflected in main EU message and other campaign messages**, and integrated in the overall communication

**Campaign messages** should address two aspects:

- how the product(s) promoted and its/their production method(s) contribute to climate change mitigation and/or adaptation
- At least one of the following: a) biodiversity conservation and sustainable use of natural resources (e.g. wildlife, landscape, genetic resources); b) sustainable water management (e.g. water use efficiency, reduction of nutrients or pesticides load); c) sustainable soil management (e.g. erosion control; nutrient balance; prevention of acidification, salinization, reduction of pesticides); d) sustainable, carbon-efficient methods of livestock production; e) reduction of use of antimicrobials; f) reduction of food loss and food waste; g) animal welfare commitments that go beyond the mandatory legal requirements.

# Q&A



# Thank you!



© European Union 2022

Unless otherwise noted the reuse of this presentation is authorized under the [CC BY 4.0](https://creativecommons.org/licenses/by/4.0/) license. For any use or reproduction of elements that are not owned by the EU, permission may need to be sought directly from the respective right holders.

