



# **PROGRAMME GUIDE**

## **Promotion of Agricultural Products (AGRIP)**



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## Disclaimer

This document aims at providing guidance to potential applicants for co-financing of information and promotion measures concerning agricultural products.

General information on online submission of proposals can be found in the Online Manual: [https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/common/guidance/om\\_en.pdf](https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/common/guidance/om_en.pdf)

The actual Web forms and templates provided in the online proposal submission system on the "Funding & Tender Opportunities" portal might differ from examples presented in this guide.

Should you have any suggestions or comments on how to improve this Guide, please send an email to: [REA-AGRI-GRANTS@ec.europa.eu](mailto:REA-AGRI-GRANTS@ec.europa.eu)

## PREFACE

This Guide is designed to help you prepare proposals for information and promotion programmes concerning agricultural products in the internal market and in third countries.

Additional information can be found in the following documents:

- Promotion of EU agricultural products' section on DG Agriculture and Rural Development website:

[https://ec.europa.eu/info/food-farming-fisheries/key-policies/common-agricultural-policy/market-measures/promotion-eu-farm-products\\_en](https://ec.europa.eu/info/food-farming-fisheries/key-policies/common-agricultural-policy/market-measures/promotion-eu-farm-products_en)

Promotion of agricultural products' pages on the portal of the Executive Agency: [https://rea.ec.europa.eu/funding-and-grants/promotion-agricultural-products\\_en](https://rea.ec.europa.eu/funding-and-grants/promotion-agricultural-products_en)

Modalities to contact the Helpdesk are established in the calls for proposals.

Answers provided to non-IT related questions will be published in batches on the following page:

Funding & tenders (europa.eu)

**Please contact the Helpdesks only after having tried to find the information in the documentation provided to you.**

<b>HISTORY OF CHANGES</b>		
<b>Version</b>	<b>Publication date</b>	<b>Changes</b>
<a href="#">1.0</a>	28.01.2021	<ul style="list-style-type: none"><li>▪ Initial version.</li></ul>
<a href="#">2.0</a>	15.01.2022	<ul style="list-style-type: none"><li>▪ Several updates on award sub-criteria, REA contact details, F&amp;T</li></ul>
3.0	15.12.2022	<ul style="list-style-type: none"><li>▪ Revised award sub-criteria</li><li>▪ Minor modifications of content-related instructions</li></ul>

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## GLOSSARY

The **Annual Work Programme** sets the annual strategic priorities of the promotion regime and is adopted by the European Commission in line with Art. 8 of Reg. (EU) 1144/2014 of the European Parliament and of the Council of 22 October 2014 (Basic Act).

A **(co-)beneficiary** is an organisation that receives EU co-financing following a successful proposal for one of the EU co-financed programmes and the signature of the related grant agreement. During the application process, reference is made to **applicant(s)** and/or **participants**. The term **proposing organisation** is also used for both applicants and beneficiaries, depending on the stage of the procedure.

An individual programme/proposal is referred to as an **action**. It comprises a coherent set of **activities**.

Proposals for **simple programmes** may be submitted by one or several proposing organisations from the same Member State.

Proposals for **multi programmes** may be submitted by at least two proposing organisations from at least two Member States or by one or several Union organisations.

In case of multi programmes, a **grant agreement** (GA) is signed between the Executive Agency (acting under powers delegated to it by the European Commission) and the beneficiary organisations, i.e. the beneficiaries of the EU co-financing.

In case of simple programmes, a **contract** is signed between the Competent National Authorities and the beneficiary/ies; it is also called a **grant agreement**.

By signing the agreement, the beneficiaries accept the grant and agree to implement the action under their responsibility and in accordance with the agreement with all the obligations and conditions that the latter sets out.

When several beneficiaries/applicants are involved in an action, a **consortium agreement** has to be signed between them to complement the grant agreement; it must not contain any provision contrary to the grant agreement.

An **implementing body** is a body entrusted with implementing the programme's activities and has a role of **subcontractor**.

**Pre-financing**, as indicated in the grant agreement, is equivalent to **advance payment** as stated in the legislative texts.

The **Funding and Tender opportunities Portal** is the website hosting the information about financing for Horizon Europe programmes as well as other Union programmes, including Promotion of Agricultural Products.

**Executive Agency** is the entity to which the European Commission has entrusted the management of multi programmes.

**European Research Executive Agency (REA)** manages the technical and financial implementation of Promotion of Agricultural Products.

**Competent National Authority** is the responsible service designated by the government of the Member State for managing the implementation of simple programmes.

## 1. PROGRAMME OVERVIEW

The EU policy for Promotion of Agricultural Products (AGRIP) has a general objective to enhance the competitiveness of the Union agricultural sector.

More specifically, the information provision and promotion measures should aim to:

- increase awareness and recognition of Union quality schemes, but also consumers' awareness of the merits of the Union's agricultural products and production methods;
- increase the competitiveness and consumption of Union agricultural products, raise their profile and increase the market share of those products.

In the event of serious market disturbance, those measures should help restore normal market conditions.

In order to achieve the policy's objectives, information provision and promotion measures shall be implemented both inside and outside the EU Member States. They shall take the form of:

- simple programmes, that may be submitted by one or more proposing organisation/s established in the same Member State.
- multi programmes, that may be submitted by at least two applicants established in different Member States or by one or more Union organisation(s).

### 1.1. KEY DOCUMENTS

Prior to taking the decision on submitting a proposal and filling-in the different application forms, please verify whether your organisation(s), the products promoted and the action itself comply with the eligibility criteria. You should also check whether your planned activities and the target countries are in line with the priorities listed in the call for proposals.

For this reason, the very first step is to go through the relevant documentation in detail, namely:

- Regulation (EU) No 1144/2014 of the European Parliament and of the Council of 22 October 2014 on information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries and repealing Council Regulation (EC) No 3/2008.
- Commission Delegated Regulation (EU) 2015/1829 of 23 April 2015 supplementing Regulation (EU) No 1144/2014 of the European Parliament and of the Council on information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries.
- Commission Implementing Regulation (EU) 2015/1831 of 7 October 2015 laying down rules for application of Regulation (EU) No 1144/2014 of the European Parliament and of the Council on information provision and promotion measures concerning agricultural products implemented in the internal market and in the third countries.

- The relevant annual Commission Implementing Decision on the adoption of the work programme for the year in question in the framework of information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries.
- Call for proposals.

In case of further questions, the following options are also at your disposal:

- The synoptic presentation on the Promotion Policy, available at: [https://rea.ec.europa.eu/funding-and-grants/promotion-agricultural-products\\_en](https://rea.ec.europa.eu/funding-and-grants/promotion-agricultural-products_en)
- The Model grant agreements (for simple and multi programmes)
- The Frequently Asked Questions (FAQ) on the specific call available at: [Funding & tenders \(europa.eu\)](https://rea.ec.europa.eu/funding-and-grants/promotion-agricultural-products_en)

Specific for simple programmes:

- **Competent National Authorities:** applicants preparing simple programmes can contact their Member State Competent Authorities for further information regarding the legal base, model grant agreement as well as action implementation. The list of Competent National Authorities is provided at [https://rea.ec.europa.eu/funding-and-grants/promotion-agricultural-products\\_en](https://rea.ec.europa.eu/funding-and-grants/promotion-agricultural-products_en)
- A large set of webinars designed to help you improve the technical quality of your proposals is available at this link: [https://rea.ec.europa.eu/funding-and-grants/promotion-agricultural-products\\_en](https://rea.ec.europa.eu/funding-and-grants/promotion-agricultural-products_en)

## 1.2. PREPARATORY STEPS

### 1.2.1. General guidance before drafting your proposal

The proposal is structured in two parts (Part A Administrative form, filled in the electronic system, and Part B Technical description of your project, uploaded in Pdf) and shall include annexes. Please refer to: [Online Manual - Online Manual - Funding Tenders Opportunities \(europa.eu\)](https://rea.ec.europa.eu/funding-and-grants/promotion-agricultural-products_en)

The call for proposals is expected to be highly competitive. A weak element in an otherwise good proposal may lead to a lower overall score, resulting in the proposal not being selected for EU funding.

With this in mind, we advise you to reflect on the following aspects before embarking in the drafting of a proposal:

- **Relevance:** check whether your proposal fits the call for proposals and addresses the specific topic you have chosen. Proposals falling out of scope of the call for proposals will be declared ineligible. Proposals that weakly address the call or the specific topic may be rejected as they may not reach the threshold score for the relevant award criterion.
- **Completeness:** check that your intended proposal includes all relevant information and covers all aspects described in the award criteria, proposal template and this guide, as it will be evaluated only on the basis of the

submitted content. Follow closely the format of the template of Part B and ensure that all the requested information is uploaded. Do not forget that quantity does not mean quality: good proposals are clearly drafted and are easy to understand and follow; they are precise, concise and focus on substance. Bear in mind that there is a page limit for Part B of your proposal and that any text after this limit will be watermarked and evaluators will not take those pages into consideration.

- **Impact:** good proposals should be results-oriented and clearly show how they intend to achieve those results. They also have to include the methodological description of a sound and credible evaluation study – to be undertaken by an independent external body – not only focusing on process evaluation, but looking in particular at the ultimate expected impact. For more information, please refer to the Additional information on award criteria (Annex I).

### 1.2.2. *Languages' regime*

Proposals may be submitted in any official language of the European Union.

**To facilitate the review of proposals by independent experts who provide technical input to the evaluation, an English translation of the entire technical part (Part B) should preferably accompany the proposal, if it is written in another EU official language.**

**English translations should be of good quality to avoid discrepancies with the original version.**

Applicants submitting proposals for **multi programmes** should be aware that the Executive Agency will, in principle, use English to communicate with beneficiaries regarding the follow up and monitoring of the co-financed multi programmes (grant management stage).

Applicants submitting proposals for **simple programmes** should take into account that contracts will be managed by the Member States. Consequently, applicants are encouraged to submit their proposal in the language(s) of the Member State of origin of the proposing organisation(s), unless the Member State concerned has indicated its agreement to sign the contract in English<sup>1</sup>.

### 1.2.3. *Role and responsibility of different entities*

Multiple entities can be involved in the implementation of an action and each of them has a different role and responsibility:

- The **coordinator** is notably the entity responsible for the following tasks:
  - Submit the proposal on behalf of all the proposing organisations involved.
  - Monitor that the action is implemented properly (see Art. 11 of GA).

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<sup>1</sup> Information available at : [competent-national-authorities-simple-programmes-v2\\_en.pdf \(europa.eu\)](#)

- Act as the intermediary for all communications between the beneficiaries and the managing authority (in particular, providing the Executive Agency or the Member State with the information described in Art. 19 of GA), unless specified otherwise.
- Request from the co-applicants/co-beneficiaries and review any documents or information required by managing authority and verify their completeness and correctness before passing them on to the authority.
- Submit the deliverables and reports during the action implementation (see Art. 21 of the GA).
- Provide a pre-financing guarantee, by default for simple programmes and if requested by the Agency for multi programmes (see Article 23 of GA).
- Ensure that all payments are made to co-beneficiaries in due time (see Art. 22.1 of GA).
- Inform the managing authority of the amounts paid to each co-beneficiary, when required (see Art. 22 and 32 of GA).

**Note that the coordinator may not delegate the above-mentioned tasks to any other co-beneficiary or subcontract them to any third party.**

- Other beneficiaries/applicants are notably responsible for the following tasks:
  - Keep information stored in the Funding and tender opportunities portal - Beneficiary Register (in the electronic exchange system) up to date (see Art. 19 of GA).
  - Inform the coordinator immediately of any events or circumstances likely to affect significantly or delay the implementation of the action (see Art. 19 of GA).
  - Submit to the coordinator in good time:
    - Individual financial statements and, if required, certificates on the financial statements (see Art. 21 of GA);
    - The data needed to draw up the reports (see Art. 21 of GA);
    - Any other document(s) or information required by the Agency or the Commission / Member State under the GA, unless the GA requires the beneficiary to submit this information directly to the them.

In addition, when several beneficiaries/applicants are involved in an action, a **consortium agreement** has to be signed to complement the grant agreement. This agreement can take various forms, but a standard written agreement is the most common one. For guidance on consortium agreements, you may consult the Online Manual and the Guidance — How to draw up your consortium agreement, accessible at:

[http://ec.europa.eu/research/participants/data/ref/h2020/other/gm/h2020-guide-cons-a\\_en.pdf](http://ec.europa.eu/research/participants/data/ref/h2020/other/gm/h2020-guide-cons-a_en.pdf)

The consortium agreement does not have to be submitted with the proposal, but has to be available by the time of signing the grant agreement.

- Subcontractor(s) (see Art. 9 of GA):

- They are not parties to the grant agreement and do not have a contractual relationship with the Agency/Member State.
- **The core tasks of the action (i.e. the technical and financial coordination of the action and the management of the strategy) cannot be sub-contracted.**
- They must be selected ensuring the best value for money or, if appropriate, the lowest price as well as absence of conflict of interest. Applicants/beneficiaries considered as "bodies governed by public law" should follow National legislation on public procurement that transposes Directive 2014/24/EU.
- The evaluation tasks cannot be awarded to entities with a structural link.
- Third parties receiving financial support (see art. 9.4 of GA):
  - Financial support in the form of grants can only be given to entities that are linked to the beneficiary<sup>2</sup> and identified in the project proposal.
  - The project shall specify the maximum amount of financial support for each third party and the criteria and procedures for giving the financial support.
  - The beneficiaries must ensure that the costs charged to the action are limited to the costs actually incurred by those third parties (i.e. without any profit margin) and that the entities comply with the principle of sound financial management and keep records on their costs.

## 2. PROPOSAL PREPARATION

### 2.1. Application form

The application form is structured in two parts, Parts A and B:

- Part A contains the structured administrative forms with data on the participants, legal declarations and contact persons (from the Submission System screens). It also includes some call specific questions, including planned Key performance Indicators (KPIs), which serve generally to monitor the programme.
- Part B is the narrative part of the proposal. It is the technical description of the project with the planned activities, work packages, costs, etc.

### 2.2. Part A – Administrative form

The following instructions aim to provide information on how to fill in correctly this part.

#### Section 1: General information

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<sup>2</sup> 'Linked entities' are entities that have a link with the beneficiary, in particular, a legal or capital link, which is neither limited to the action nor established for the sole purpose of its implementation.

In this section, you should provide the acronym, proposal title, duration, free keywords as well as an abstract of your proposal in English. Please be precise and concise while editing this project summary, which will be published in case your proposal is accepted for co-financing.

You also have to indicate if similar proposals have been submitted in the past two years.

### Section 2: Participants

The coordinator will encode the PIC code for all the proposing organisations. Note that you should use a valid PIC code.

Under this section, you are invited to specify per each participant the type of proposing organisations as referred to in Art. 7 of Regulation 1144/2014.

While selecting the type of organisation, please make sure that it corresponds to the information provided in the relevant annex on representativeness/legal entity.

### Section 3: Budget

Under this section, you must fill a budget overview table (specimen below):

Forms of funding	Estimated eligible costs (per budget category) <sup>1</sup>											Estimated EU contribution <sup>2</sup>					
	Direct costs							Indirect costs				Total costs	EU contribution to eligible costs			Maximum grant amount <sup>3</sup>	
	A. Personnel costs		B. Subcontracting costs	C. Purchase costs			D. Other cost categories	E. Indirect costs <sup>2</sup>		Funding rate % <sup>4</sup>	Maximum EU contribution <sup>5</sup>		Requested EU contribution				
	A.1 Employees (or equivalent)	A.4 SME owners and natural person beneficiaries	B. Subcontracting	C.1 Travel and subsistence			C.2 Equipment	C.3 Other goods, works and services	D.1 financial support to third parties	E. Indirect costs							
A.2 Natural persons under direct contract	A.3 Seconded persons	Travel		Accommodation	Subsistence												
	Actual costs	Administrative overheads (percentage)	Unit costs <sup>7</sup>	Actual costs	(Actual costs)/(unit costs)	(Actual costs)/(unit costs)	(Actual costs)/(unit costs)	Actual costs	Actual costs	(Actual costs)/(unit costs)	(unit costs) <sup>8</sup>	Flat-rate costs <sup>8</sup>					
1 - [short name beneficiary]																	
2 - [short name beneficiary]																	
Total consortium																	

The white cells need to be filled in by the coordinator while the grey cells are automatically encoded or calculated by the system and the black cells cannot be filled in.

Each row of the budget table represents the total estimated expenditure for each applicant.

According to the model grant agreement, there are five categories of costs (refer to Art. 6.2 of GA for a detailed description of each budget category):

- A. Personnel costs
- B. Subcontracting costs
- C. Purchase costs
- D. Financial support to third parties
- E. Indirect costs

The direct costs have to be broken down in the individual budget analysis under Part B of the application, in WPs description (section 4).

**Please make sure that the amounts per cost category and totals in Part A are equal to the corresponding amounts given in the budget analysis per WP**

**provided in Part B of the application, and to the amounts calculated by filling in the Annex "Detailed budget table".**

**In particular, pay attention not to add twice the indirect costs while working on Parts A and B.**

The maximum EU contribution is calculated as the total costs multiplied by the reimbursement rate. The latter is automatically filled in by the system, based on the call and topic conditions as well as the Member State of the applicant(s).

**Please note that for reasons of simplification of the budget table, applicants' contribution does not need to be stated.**

**The difference between total estimated eligible costs minus the requested EU contribution is implicitly considered as the "Applicant's contribution".**

### Part C screen

The target countries of the proposal and products to be promoted should be indicated in this section.

If applicable, please mention which scheme will be promoted and which product(s) will be used to illustrate it.

Note that several products can be selected. Only products eligible according to Art. 5 of Regulation 1144/2014 can be subject of a promotion or information action or can be used to illustrate the scheme promoted.

This selection must be consistent with the topic selected and also with the products described under the narrative technical part of your application (section 2 – Part B).

Finally, you should indicate if the action is promoting products or methods certified as sustainable.

**NOTE:** Please see additional information in section 2.3 of the present guide on the proposed actions highlighting sustainable agricultural production and consumption and ensure consistency between Part A and Part B.

In addition, for each target country of the proposal, please indicate the budget share expressed in % and the increase of sales/exports (expressed in EUR) of the promoted product(s).

**Carefully select one or several target countries, schemes and products to be promoted by the programme.**

**The Call for proposals lists the target countries, schemes and products which are eligible under the respective topics.**

Finally, encode the planned output, result and impact indicators (KPIs) on which you will report during project implementation. The KPIs shall be closely related to the objectives and activities described in Part B.

### 2.3. Part B – Technical description of the project

Part B concerns the technical content of the proposal. To facilitate its preparation, application should use the template provided in the system and follow the present guide.

It is compulsory to fill in all pre-defined sections and to address questions mentioned in the present document.

**The quality of proposals will be assessed against the following award criteria:**

- 1. Relevance**
- 2. Quality**
- 3. Impact**

They are further split into **sub-criteria** (Annex I of the present guide). It is important to ensure that your **proposal addresses each of the award sub-criteria** listed in the annex.

Independent experts will use this list **to make an effective assessment of the quality of your proposal.**

Part B should include the following sections that correspond to the award criteria:

#### **Section 1: Relevance**

##### 1.1 Background and general objectives

Briefly present the proposing organisation(s), the product sector represented and its members, without repeating the information already given in Part A of the application form. Information on the structure of the sector, the number of members/companies, the turnover and data related to employment shall be included.

Please note that the information on your organisation's representativeness in your Member State or at the Union level for the product sector(s) concerned should be provided as an annex, using the relevant template. The filled in annex is to be uploaded separately under the respective heading together with the relevant legal entity information (see also chapter 2.4 of this guide).

Please indicate the products or schemes that will be promoted or informed upon by the action. If you are promoting products listed in Annex I to the Regulation 1144/2014, please indicate the CN code(s)<sup>3</sup> of the products. If you are promoting PDO/PGI/TSG schemes, please indicate the registered names of the recognized products.

Make sure that the same products/schemes are indicated in the relevant section in Part A.

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<sup>3</sup> More information on CN codes can be found on the following webpage: [http://ec.europa.eu/taxation\\_customs/customs/customs\\_duties/tariff\\_aspects/combined\\_nomenclature/index\\_en.htm](http://ec.europa.eu/taxation_customs/customs/customs_duties/tariff_aspects/combined_nomenclature/index_en.htm)

Describe the background and the rationale of the project and how it fits the general objectives of the call for proposals.

Ensure that all the relevant aspects are well translated into the programme strategy, including the chosen activities and key messages.

Each proposal shall explain how the project contributes to the climate and environmental ambition of the Common Agricultural Policy (CAP), the Green Deal<sup>4</sup>, and most importantly Farm to fork strategy.

Focus in particular on **sustainability of production** and/or **sustainability of consumption**, using as a reference the Food and Agriculture Organization of the United Nations (FAO)'s definition of sustainable agriculture<sup>5</sup>.

Proposals submitted under the **topics on sustainability** should address additional aspects listed in the topic objectives. The objective of these topics is to highlight the sustainability of Union agriculture, stressing its beneficial role for the climate, the environment and animal welfare. The production methods of the promoted products shall cover at least two of the areas of actions listed in Article 31(4) of Regulation (EU) 2021/2115<sup>6</sup>, while respecting the conditions laid down in paragraph 5 of the said Article. The areas of actions include climate change mitigation, climate change adaptation, protection or improvement of water quality, prevention of soil degradation and soil restoration, protection of biodiversity, conservation or restoration of habitats or species, actions for a sustainable and reduced use of pesticides, and actions to enhance animal welfare or combat antimicrobial resistance.

## 1.2 Market analysis and specific project objectives

The proposal shall provide a relevant market analysis per target country. The market analysis shall be product- and market-oriented. It shall focus on each target country and serve as a basis for the definition of action objectives and strategy. It should include information and assessment of macroeconomic indicators, market conjuncture and forecast, including recent sources of data.

Please provide the necessary information to describe the market and/or awareness situation in each of the market(s) targeted by your project by replying to questions such as:

### Supply:

- What are the production, sales and export figures (volume and value, market share) for the applicant organisation/s and its Member State for each of the target markets? Is the planned sales increase compatible with the capacity to increase production?

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<sup>4</sup> A healthier and more sustainable EU food system is a cornerstone of the European Green Deal. More information on: [https://ec.europa.eu/info/strategy/priorities-2019-2024/european-green-deal\\_en](https://ec.europa.eu/info/strategy/priorities-2019-2024/european-green-deal_en)

<sup>5</sup> Food and Agriculture Organization of the United Nations (FAO), Sustainability Assessment of Food and Agriculture systems (SAFA) <http://www.fao.org/nr/sustainability/sustainability-assessments-safa/en/>, definitions <http://www.fao.org/3/ai388e/AI388E05.htm>

<sup>6</sup> <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A32021R2115>

- What is the market structure in the targeted country/ies and how is your organisation positioned in this market (i.e. competitive position of the applicant)?
- Who are their main competitors?
- What is the market position of EU operators from the same product sector (volume and value exports, market share, etc.)?
- What is their position in comparison to non-EU competitors?
- Which challenges do they face?
- What are their marketing strategies?
- Which are the competitive advantages of EU operators?
- Which are the competitive advantages of the proposing organisation/s?
- Explain the key differences (price, quality, etc.) that will make your product more competitive than other already available products on the target market.
- What are the challenges on the logistics side, if any?
- Describe the structure and functioning of distribution and retail channels: key retail chains, market share by distribution channel, importance of specialised trade and the catering/horeca channel.
- In case of third country/ies, give details on import conditions, such as tariff and non-tariff barriers (e.g. sanitary or phyto-sanitary measures) and on any other restrictions (e.g. ban either transitory or not) either in force or foreseen during the implementation of the planned action.

Demand:

- Which are the characteristics, demography, socio-professional profiles, typology of the current consumers? Identify and describe the quantitative and qualitative market segments.
- What is the per capita consumption and the consumption trends on the medium term for the product category and specific products of the planned action?

If the action is about raising awareness:

- What is the current state of consumer awareness?
- What needs to be improved and what are the challenges?
- Among which segments is the awareness stronger/weaker?

In addition, provide a summary of the available reports on market research and/or consumer awareness for the targeted markets. If possible, refer to publicly available reports, including reference to the sources.

*Specific provisions for proposals targeting least-developed country/ies:*

If the proposal targets one or several least-developed countries (LDC) according to the UN list<sup>7</sup>, you will need to submit your assessment explaining why the proposed action will not adversely affect EU development policy goals in those countries (see article 208.1 – second paragraph – of TFEU).

#### SWOT analysis:

As part of the market analysis, provide a SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats) **per target country**.

A SWOT analysis is done by the organisation(s) to identify the **internal** strengths and weaknesses, as well as its **external** opportunities and threats.

Please note that strengths and weaknesses shall be linked to the situation of the proposing organisation(s) and its proposed project, while the opportunities and threats are related to factors in the target market's environment which are external to the proposing organisation(s).

Its purpose is to facilitate the definition of the strategy, trends and challenges to be tackled by the project in order to achieve the objectives.

#### SMART objectives:

The proposal shall specify objectives which are coherent with the SWOT analysis and presented in a **SMART manner**, thus in terms of concrete and quantified targets.

They should be:

- **Specific:** objectives must be precise and clear in order to be achievable;
- **Measurable:** it should be possible to measure the progress towards the achievement of the objectives based on a pre-defined set of quantifiable indicators;
- **Achievable:** objectives must be attainable with the resources allocated, and within the duration of the planned action;
- **Results-focused:** objectives should focus on outcomes, not on activities;
- **Time-bound:** objectives must have a clear time-frame, a deadline by which they are to be achieved.

The applicants shall follow the recommendations presented in Annex III of this guide. This should facilitate the development of SMART objectives and will also guarantee coherence with the ex-post evaluation of the action.

The following points should also be taken into account when defining the action objectives:

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<sup>7</sup> [https://www.un.org/development/desa/dpad/wp-content/uploads/sites/45/publication/ldc\\_list.pdf](https://www.un.org/development/desa/dpad/wp-content/uploads/sites/45/publication/ldc_list.pdf)

- How do the action objectives relate to the objectives of the promotion regime listed in Articles 2 and 3 of the Regulation 1144/2014? Are objectives aligned with priorities set in the Annual Work Programme and the chosen call topic?
- Are the action objectives in line with the presented market analysis?

Up to 3 main project objectives should be described.

Those project objectives shall be closely linked to impact indicators as referred to in the Implementing Regulation and in section 3 of this chapter.

### 1.3 Complementarity with other actions and EU dimension

If the action is a continuation of previous co-financed campaign/s, please clearly describe its/their impact and the reasons for resubmission and **continuation**. Explain how the project builds on past campaigns.

Furthermore, proposals shall explain the complementarity with other **on-going private or public activities** carried out by other stakeholders, in terms of design and synergies that can be created and ensured.

If other campaigns (EU co-financed or not) are under way or have been recently completed, please indicate:

- a) the name, target markets, products and the duration of the similar action(s),
- b) the results achieved, if they are known by the time when the proposal is submitted,
- c) potential synergies and the added value of the proposed new programme.

Besides, each programme must have **EU dimension**, both in terms of content of its messages and impact. In addition, each programme must be of significant scale, notably in terms of cross-border impact.

For a detailed explanation on requirements regarding EU dimension, please refer to the Annex I of this guide and to the frequently asked questions<sup>8</sup>.

In this section please describe any benefits resulting from the action at EU level, thereby justifying co-financing by the EU.

What is the EU dimension of the action in terms of:

- disseminating information on European production standards, quality, traceability and safety standards applicable to European products, European dietary practices and culture;
- raising awareness of European products among the general public and in trade sectors;
- providing synergies between organisations in more than one Member State;

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<sup>8</sup> <https://ec.europa.eu/chafea/agri/faq.html>

- “coverage” to be understood as potential impact on target groups and target markets covered.

NOTE: a proposal to be implemented only in one region of a Member State will not have a significant coverage;

- promoting the image of European products on the international markets;
- sustainability of the project in terms of economic, social and environmental aspects. If relevant, EU added value in terms of employment shall be considered.

The applicant(s) shall analyse the EU dimension of the specific proposal at stake, rather than copy-pasting from the legal base or call texts. Proposals are not expected to cover all aspects and specific features of agricultural methods and the characteristics of European agricultural and food products. They can focus on one or few of these features.

The Union dimension of the action is translated in the main message of the campaign: the **EU message**.

The applicants shall propose an EU main message. In addition, they may propose one or several secondary messages.

The EU message needs to make reference to Europe in general, to the EU, to the CAP, EU legislation, EU products or EU production standards Applicants shall clearly describe how the proposal will disseminate information on and promote one or several specific features of EU agricultural production methods and products, such as food safety, traceability, authenticity, labelling, nutritional and health aspects, animal welfare, respect for the environment and sustainability, and the characteristics of EU agricultural and food products, particularly in terms of their quality, taste, diversity or traditions.

The EU message shall be adapted to the selected topic. Example: proposals submitted under the topic on sustainability shall highlight the sustainability of Union agriculture, stressing its beneficial role for climate action and the environment.

## **Section 2: Quality**

### 2.1 Concept and action strategy

Based on the challenges identified in the market analysis (presented in Section 1.2 of Part B), describe how you intend to reach the action objectives by defining the **project strategy**.

Please address the following questions, in order to justify the selection of your strategy in relation to the planned objectives:

- List and describe the target group/s of the action quantitatively and qualitatively. How will the strategy be tailored to each of them and how will they be reached with different activities and channels of the action? Differentiate between trade (B2B “business to business”) and consumer (B2C “business to consumers”) activities.
- Describe and justify the planned communication mix. How are the activities chosen in relation to objectives and the target groups? Are those activities the

most suitable for achieving the project's objectives and target groups? Do they strengthen each other?

- In case the action is targeting more than one country, how will this strategy be adapted to different target markets?
- In case of actions aiming at economic return: where will the growth come from – overall increase in consumption or displacement of other, similar products?
- In case the action will promote or inform on a scheme, will that scheme be illustrated by a product? How?
- Highlight the creative aspects. Which key messages will be used? Are the key messages adapted to target groups and/or target markets? Describe the planned content, format and source of the messages.

### Proposals targeting internal market - Food-Based Dietary Guidelines (FBDG)<sup>9</sup>

For proposals in the internal market, messages shall be aligned with the FBDG of the Member States targeted by the campaign. If the campaign covers one or more products for which qualitative and quantitative recommendations on intake levels are present in the national guidelines, campaign messages shall reflect those recommendations.

Moreover, all visual information and promotion material used must include a reference to the national FBDG of the targeted Member State/s<sup>10</sup> for the promoted product/s:

***For guidance on balanced, healthy diets, please consult [Name of national food beverage dietary guidance website and the QR code if available]***

Besides, activities that include as a target group persons below the age of 18 years need to comply with national rules and policies on promotion and advertising of foods to children.

### Proposals targeting internal market and relaying a message on proper dietary practices or responsible alcohol consumption

Those shall demonstrate compliance with relevant national regulations or guidelines in the field of public health, in the Member State where the programme will be carried out, and provide references or documentation thereof (see also chapter 2.4 of the present guide).

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<sup>9</sup> More information on: <https://ec.europa.eu/jrc/en/health-knowledge-gateway/promotion-prevention/nutrition/food-based-dietary-guidelines>

<sup>10</sup> [https://knowledge4policy.ec.europa.eu/health-promotion-knowledge-gateway/food-based-dietary-guidelines-europe-source-documents-food\\_en](https://knowledge4policy.ec.europa.eu/health-promotion-knowledge-gateway/food-based-dietary-guidelines-europe-source-documents-food_en)

Furthermore, campaigns on responsible drinking in the internal market need to include a reference to a national webpage or other media provided by the national health authority that informs about responsible alcohol consumptions or the risks related to non-responsible alcohol consumption.

### Proposals promoting EU quality schemes (PDO, PGI, TSG and organic)

In particular for projects in the internal market, ensure that information and promotion measures concerning EU quality schemes focus on the scheme in the main EU message. Individual products are only used to illustrate the scheme and appear as a secondary message (not weakening the main EU message).

### Proposals promoting national quality schemes in the internal market

Ensure that information and promotion measures concerning a national quality scheme focus on the scheme and not on individual products (i.e. individual products are only used to illustrate the scheme and appear as a secondary message, not weakening the main EU message).

### Proposals mentioning origin and displaying trademarks

In case campaign messages mention the origin of products, proposals shall indicate in which way the origin is addressed (please refer to rules on mentioning the origin defined in Art. 2-4 of the Regulation 2015/1831 as well as Art. 18 of GA and its annex 5).

In case during the action, display of brands is planned, applicants should refer to the conditions under which brands can be promoted, listed within the Regulation 2015/1831 (Art. 6, 7 and 8) as well as Art. 18 of GA and its annex 5. Applicants shall indicate how many brands will be mentioned.

- In accordance with Art. 5(4) of the Regulation 2015/1831: justify why the mentioning of brands is necessary to attain the objectives and how this will not dilute the main EU message.
- In case less than 5 brands are displayed, provide a justification which satisfies the following requirements:
  - a) there are fewer brands in the Member States of origin of the proposing organisations for the product or scheme subject of the action;
  - b) for duly justified reasons, it has not been possible to associate more partners permitting more brands to be displayed. In this case, applicants are required to submit an adequate justification and relevant information including the list of other organisations which were contacted and to which a proposal was made by the applicant(s) to establish a wider multi-product or wider multi-country action and stating the reasons why such an action was not accepted/proposed.

### 2.2 Consortium set-up

Not applicable. This section is covered by Part A of the Application form. No action is required on your side.

### 2.3 Project teams, staff and subcontractors

Applicants must demonstrate in this section the appropriate professional qualifications required to complete the action.

Fill-in the table with the names and the function of the project team (staff counted under budget category A), primarily responsible for coordinating and/or implementing the proposed action, indicating their function and briefly describing their role in the project.

As evidence, the following information must be provided as annexes:

- CVs in Europass format (see section 5 of the call for proposals) shall be submitted within the Annex “CVs”. A project manager shall be appointed, who has at least 3 years’ experience in project management.

The outside resources need to be described under this section. In case the applicants do not have in-house required resources, they can recur to seconded staff, subcontractors, linked entities, etc.

Please list here all the outside resources and describe the internal procedure for selecting the subcontractors that will ensure **best value for money** while preventing situations where **conflict of interest** is deemed to occur. Provide the same information for independent bodies in charge of evaluation.

In case financial support to third parties is foreseen, explain concisely the role of the linked entities under this section and in deeper details under section 6 of Part B. In case the amount per third party will be higher than the maximum amount set in the call for proposals, justify such a need.

### 2.4 Consortium management and decision-making mechanisms

In case of several applicants, describe the management structure, their respective responsibilities and roles in the consortium and the decision-making mechanisms within the consortium.

Detail how decisions will be taken and how regular and effective communication will be ensured within the consortium.

The relevant information shall be presented also in case of proposals submitted by only one proposing organisation.

### 2.5 Project management, quality control and monitoring – Evaluation strategy

In the first part of this section, describe the internal project management. Describe how you will ensure that the action is implemented on time and within the budget set, and that its objectives are met.

Define precisely the division of tasks between the subcontractors (implementing/evaluation bodies) and applicants. Define an internal coordination strategy in terms of methods/approaches of managing different partners, if any, and subcontractors for effective operational management of the programme.

Which are the quality control mechanisms? How will you supervise the work of subcontractors? How will you monitor the quality of deliverables and their timing?

E.g. In case of underperformance by the subcontractor, how will you ensure that the action is implemented as foreseen?

As evidence of the operational capacity of the proposing organisation/s, the following documents shall be annexed to the proposal (section 7 call for proposal):

- An activity report of last year of the proposing organisation/s shall be submitted within the Annex “Additional information”.
- A list of all EU-funded projects for the last 3 years performed with the indication of the previous projects for which the proposal is a continuation shall be included either in this section or submitted within the Annex “Additional information”.

**NOTE** (specific to simple programmes): In cases where applicants propose to implement certain parts of the proposal, evidence shall be given that the organisation itself has at least three years’ experience in implementing similar information provision and promotion measures.

In the second part of the section under ‘Evaluation methods and project indicators’, describe in detail the methodology for measuring the attainment of all action objectives. The study evaluating the project outcome shall be undertaken by an external body independent of the proposing organisation(s) and the implementing body.

Specify when evaluations will be carried out (at the end of the action (mandatory) or at the end of each action year).

Annex III of the present guide provides examples of methodologies which can be used to measure the **economic return**, as well as the global awareness impact, the **informative return**. Other methodologies may also be used for their measurement. However, the aim of the proposed methodologies is to set a minimum quality of the evaluations and align the evaluations and objective setting for different actions.

Define a list of **output, result and impact indicators** by filling-in the tables: use the indicators mentioned under Art. 22 and Annex I to the Commission Implementing Regulation (EU) 2015/1831.

You may also use similar indicators, if they are more appropriate and properly justified.

- **Result indicators** should be **linked to the planned work packages and deliverables** as presented in section 4 of Part B.
- **Impact indicators** should be closely **linked to the specific objectives of the action** (listed under section 1.2 of Part B).

Since the expected ultimate impact of the campaigns is to enhance competitiveness and consumption of EU agri-food products:

Each programme proposal should include at least **an impact indicator** that shows a change in sales or exports of the promoted product/s **expressed in EUR** or, if appropriate, the change in consumers’ awareness or recognition of Union quality schemes.

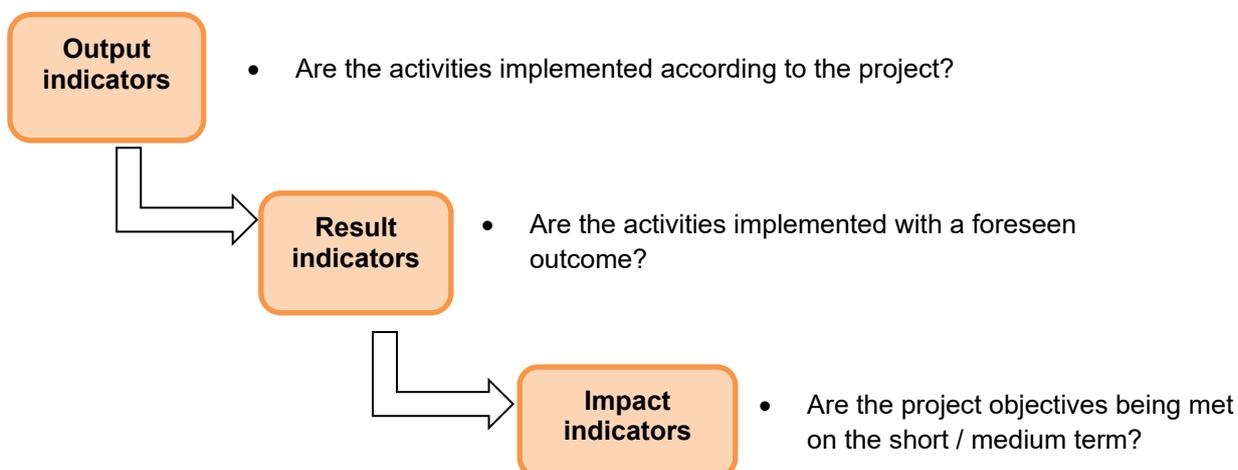
To demonstrate the quality of the proposed evaluation methods and indicators, details shall be given on:

- the baseline or, in its absence, on how the baseline will be established;
- the target values for the planned indicators.

The evaluation of results of the action should not focus only on the good execution of the action. An action which has been implemented according to the plan can still have a low impact.

For example, the fact that 10,000 brochures were distributed to visitors during point-of-sales tastings confirms that the activity has been implemented according to the proposal. However, it is not a proof of attaining the action objectives, which will be linked to changes in awareness or increase in sales. The number of brochures distributed represents an output indicator.

The relationship between the output, result and impact indicators can be represented as follows:



## 2.6 Cost effectiveness and financial management

This part should cover two aspects.

Briefly describe how the proposed results and objectives of the action will be achieved in the most cost-effective way.

Then, indicate how the action will be financed and how the financial resources will be allocated and managed within the Consortium.

The applicants are required to indicate and comment on the result of the self-check on financial viability<sup>11</sup>. In particular if the result is “weak”, explain how the liquidity will be provided (in addition to pre-financing), e.g. by own funds or by bank loan. Please also indicate whether financial contributions by organisation’s members are foreseen.

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<sup>11</sup> All applicants must have performed a financial viability self-check, via: <https://ec.europa.eu/research/participants/lfv/lfvSimulation.do>

If applicable, indicate the sources and amounts of Union funding received (or applied) for the same action or part of the action or for your functioning (operating grant) during the last 3 financial years.

If you plan to submit several applications under the current calls for proposals that could be implemented in parallel, please also provide information on how the implementation could be assured if more than one application is approved for funding, as well as information on potential savings (e.g. same tool used for different campaigns).

In particular, please explain in relation to:

a) **operational capacity:** How will you ensure sufficient operational capacity and staff in order to achieve the objectives of the proposed actions? (You can refer to this aspect in section 2.3 of your proposal.)

b) **financial capacity:** How will you will ensure sound financial management and proper liquidity to meet the payment obligations towards the subcontractors for the projects running in parallel?

## 2.7 Risk management

Describe the risk management to be put in place: explain the risks identified, risk responses and risk management tools.

Which are the risks associated with the implementation of the action (for example, in relation to specific uncertainties or restrictions on the market of a targeted third country)? Classify risks by type of risk using the table provided in the template, e.g. financial, political, market related etc. How will they be addressed, which mitigating measures will be put in place? What is the potential impact of the risks and what is their likelihood? Categorise the risks depending on their probability and impact (high, medium, low).

## **Section 3: Impact**

### 3.1 Impact and expected return

Define the short, medium/long-term impact of the project at the EU level. Describe the potential of the action to increase awareness, demand and/or market share and how and to what extent other EU operators will benefit from the project.

Considering that the expected ultimate return of the campaigns is to enhance the competitiveness and consumption of the EU products, **the proposed level of investment must be justified by its expected return.**

The justification of the level of investment shall be based on an economic return and/or an informative return:

- **Economic return** should normally be estimated at the proposing organisation's or national level. Actions aiming at an economic return, for example those aiming at increasing the market share of EU products, should estimate the return in absolute monetary terms, i.e. value in EUR.

Similar to the post-action evaluation approach, the quantified objective should aim at excluding external influences to identify the effect(s) directly attributable

to the action. This estimate should go beyond a simple comparison of pre- and post-campaign figures. It should for example adjust for existing market trends, which would also take place without the action. For more information on the methodologies which could be used to calculate such figures, please refer to annex III of this guide.

- Actions aiming at an **informative return**, for example those aiming mainly at increasing awareness, should quantify the respective expected impact in number of people who acquired new knowledge/changed opinion. The number of people who have been reached effectively is the awareness impact indicator. Annex III of this guide provides more information on the methodological requirements.

Proposals shall indicate a baseline to estimate the impact of the project compared to a scenario without the project taking place.

**NOTE:**

- The action shall present the expected return on investment calculated at the level of the proposing organisation/s and/or their Member State/s (not at the EU level).
- In case of more than one target country, expected returns should be disaggregated by target markets/countries.
- Proposals should demonstrate that the expected return is realistic.

### 3.2 Communication, dissemination and visibility

Not applicable.

### 3.3 Sustainability and continuation

Describe the follow-up of the project after the EU funding ends. How will you maintain the project impact and how will the campaign's results be used on the long-term and eventually beyond the EU funding.

In this section, 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.

## **Section 4: Activities, WPs, timing and subcontracting**

Section 4 of Part B is dedicated to the description of the project activities. In the Application form this part is in a separate section, however you should consider that its assessment is mainly done against the award criterion on Quality.

The description of this section should cover both the description of activities and the detailed analysis of the related budget.

The planned activities shall be grouped into Work Packages (WPs). A Work Package groups all the activities and related deliverables covered by one main line of the Detailed Budget e.g. project coordination, public relations, events, evaluation, etc.

**Applicants should introduce two mandatory WPs by default:**

**Project coordination and Evaluation**

Applicants must describe the actions undertaken to manage the project and to make sure that it is implemented as planned under the activity "Project coordination".

Concerning the multi projects, under this WP, an inception meeting with the Agency and beneficiaries should be foreseen, during which the Agency explains the model grant agreement, the financial management of the grant and reporting requirements, as well as the use of grant management IT tools.

A **deliverable** is a physical output of an activity, e.g. a seminar, point-of-sales action, etc. The level of details in the activities and budget presentation should answer the following questions: who, what, when, where, why? Their description shall be detailed enough to estimate their cost-efficiency.

Estimated costs should be given at the level of deliverables by using “costs per type of output”.

For each activity, it is important to explain why this activity is planned (according to the objectives), define the target group(s) and their size, the period of implementation, where the activity will be organised, and present a breakdown of the annual costs.

Examples:

- In case of seminars: the presentation should give details on venue, agenda, participants, expected outcome, etc.
- As for the media campaigns: the presentation should give details on the overall budget invested in production and distribution of advertisements (i.e. media buy, including yearly discounts) as well as the campaign timing. It is not necessary to give details on the names of publications and TV stations. However, information such as coverage, reach, frequency, Gross Rating Points (GRP's) for the target groups reached should be given as an indication on the scope of the campaign.
- In case of website / social media activities: the presentation should give details on functionalities to be developed, including foreseen specific digital content. It should also provide information on sought growth in audience and engagement (figures on pages visitors, account followers, number of contents uploaded etc.) as well as an indication of the pursued scope of the activities.

Applicants should also indicate who will implement the individual activities – subcontractors (implementing bodies), linked entities or the proposing organisation (in case of several proposing organisations, which one will implement which activity), providing a precise division of work between the applicant and the other entities involved.

The budget analysis shall provide a sufficient level of detail: using **estimated costs** for each deliverable.

Template for description of activities and justification of the budget should be used for all Work Packages which are planned to be implemented.

Please note that, in addition, the **overall action budget** by Work Package ("**Detailed budget table**") should be annexed to your proposal using the template provided in the system.

Please take into account some tips when filling in the 'Estimated budget analysis' parts and how to reflect them in the Detailed budget table:

- "1. Project coordination" costs include time spent by the personnel (and assimilated) working for the beneficiary in charge of coordination, namely cooperation with the managing authority, collaboration between partners and subcontractors. Core tasks can neither be subcontracted nor delegated to any other co-beneficiary (see point 1.2.2). This work package shall only cover the costs of the proposing organisation(s), not of subcontractors whose costs should be included within the costs of individual activities. The number of person-days estimated for the activities carried out by the applicants and their rates shall be clearly justified.
- Other costs of project coordination cover mostly travel costs. Other direct costs of services, such as non-deductible VAT, audit certificates, bank guarantee, depreciation, etc. are to be encoded under the heading "Other eligible costs of PO" of the annex Detailed budget table.
- "2. Public relations" costs should cover all the activities related to the continuous PR office, press events: work with influencers, compiling contact lists of journalists/bloggers, drafting and launching press releases<sup>12</sup>, fact-sheets, organisation of interviews or events, drafting and costs of advertorials, drafting and sending out of newsletters, collection and analysis of media clippings, etc.
- "3. Website, social media" should cover creation, redesign, update and maintenance of website/s and social media accounts. Community management activities could also be included.
- "4. Advertising":
  - Online advertising is to be presented under this subheading and not under "3. Website, social media" costs.
  - Print advertising shall not include advertorials, which should be presented under PR (see above); it does include magazine or newspaper inserts.
  - The costs related to TV sponsoring shall be included under "4. Advertising"

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<sup>12</sup> Launching press releases should focus on communicating the upcoming activities and expected results of the project. Applicants shall not plan in their proposal press releases with the unique purpose to announce the signature of the grant and the receipt of EU funding.

- POS advertising shall be included under the heading for “7. POS promotion”
- “7. POS promotion”: for tasting days, the quantity and the **costs of product samples per day should be justified**; the unit costs should correspond to the **production costs** plus transportation and not to the retail prices of such products.
- Under "8. Other activities", any other activities related to the proposal which are not mentioned under the other above points can be mentioned.
- “9. Evaluation of results”: includes all the costs related to the external evaluation.

The costs of activities shall be coherent with the deliverables’ descriptions and be comparable with the market rates in the target country/ies.

Applicants shall carefully check if budgetary errors are present in the submitted proposal across all the documents submitted.

Provide a **project timetable**: while preparing this timeline, note that the implementation of actions can be delayed up to 6 months with respect to the date of signature of the grant agreement.

## 2.4. Annexes to the application

The following annexes should be uploaded to complete your application (the relevant templates are available in the submission tool of the Funding and Tenders opportunities portal, once you start preparing your application):

Annex title	Template	Language requirement	Comments
Detailed Budget Table	Yes	May be submitted in any EU official language, no need to translate	<i>Annex 1 to Part B</i>
CVs	No	May be submitted in any EU official language. Preferably in English and in the Europass format	<i>Annex 2 to Part B</i> See section 2.3
Additional information	No	May be submitted in any EU official language, no need to translate	<i>Annex 3 to Part B</i> Supporting documents concerning: - the activity report and the list of all EU-funded projects for the last 3 years (see section 5 of the call for proposals) - recognition of national quality schemes, certification on sustainability or information concerning proper dietary practices and responsible alcohol consumption (see conditions listed in section 6 of the call for proposals).
Information on representativeness <i>AND</i> Legal entity information	Yes	May be submitted in any EU official language.  Preferably accompanied by an English translation and, for the legal entity information, at least an English summary	<i>Annex 4 to Part B</i>  See the requirements specified in the call for proposals and Annex II to the present Guide.  Together with the supporting documents listed below.
Identical text of Part B in English	Yes	In English	<i>Annex 5 to Part B</i> See section 1.2.2 of the present Guide

In order to assess the applicants' eligibility, the following supporting documents are requested together with the Information on representativeness:

- private entity: extract from the official journal, copy of articles of association/statutes, extract of trade or association register, certificate of liability to VAT (if, as in certain countries, the trade register number and VAT number are identical, only one of these documents is required);

- public entity: copy of the resolution or decision establishing the public company, or other official document establishing the public-law entity;
- entities without legal personality: documents providing evidence that their representative(s) has/have the capacity to undertake legal obligations on their behalf.

The following financial documents will be requested at a later stage from applicants that successfully pass the first evaluation stage:

Annex title	Template	Language requirement	Comments
Annual accounts	No	May be submitted in any EU official language, no need to translate	Balance sheet and Profit and Loss statement of the last closed accounting year
Business plan ( <i>newly created entities</i> )	No	May be submitted in any EU official language, no need to translate	In absence of annual accounts
Audit report or self-declaration <sup>13</sup> , for proposing organisations requesting a grant >750.000 EUR	No	May be submitted in any EU official language, no need to translate	See paragraph below

#### External audit report or self-declaration

Participant requesting an EU contribution of more than EUR 750,000 (threshold per applicant), will be asked to provide:

- an audit report issued by an approved external auditor certifying the accounts for the last available financial year, if such report is available and a statutory audit is required under EU or national law;
- or
- a self-declaration<sup>14</sup> signed by the applicant's authorised representative certifying the validity of its accounts for the last financial year. The self-declaration must be accompanied by legal documents proving the legal representative's identity and that they are entitled to sign on behalf of the participant.

This provision does not apply to public bodies.

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<sup>13</sup> Model for self-declaration:

[https://ec.europa.eu/research/participants/data/ref/h2020/grants\\_manual/lev/h2020-lev-declaration-validity-accounts\\_en.pdf](https://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/lev/h2020-lev-declaration-validity-accounts_en.pdf)

### 3. EVALUATION AND OUTCOMES

All proposals received by Executive Agency via the Electronic Submission System go through a multi-level process of evaluation with regards to several criteria announced in the call (sections 6 to 9): eligibility, exclusion, selection and award criteria.

The evaluation of proposals is carried out in the strictest confidence.

Once the proposal is submitted, the applicant will not be contacted by the Agency until the proposal is evaluated, unless:

- the Agency itself needs to contact the applicant to clarify matters such as eligibility or to request additional information regarding any other part of the proposal within the limits of the relevant provisions of the EU Financial Regulation (clarifications may be requested in order to better understand elements of the submitted proposals or supporting documents; nevertheless clarifications shall not result in substantial changes of the proposal);
- The applicant made a complaint regarding the submission procedure (see additional guidance on F&TP submission).

The Agency will contact applicants who successfully pass first evaluation stages in relation to assessment of their financial capacity. Multi applicants will in addition be contacted also in relation to validation of their legal entity.

#### 3.1. Evaluation process overview

All criteria and mandatory supporting documents are specified in the relevant call for proposals. Please read these criteria carefully.

Proposals failing to meet any of these criteria will be excluded at the given stage of the evaluation process.

Regarding the award criteria, additional information can be found in Annex I of the present guide.

**The quality of the proposals will be assessed according to the criteria and sub-criteria set out in this Annex, while a threshold is also set for each of the main award criteria.**

**Applicants are encouraged to pay close attention to the award sub-criteria and address them in their proposal.**

#### 3.2. Outcome

Following the evaluation, all eligible proposals are ranked according to the total number of points attributed in the evaluation of the award criteria. Only proposals meeting all thresholds are eligible for co-financing. The highest ranked proposal(s) will be awarded co-financing depending on the budget availability.

A separate ranked list shall be established for each of the priority topics listed in the relevant call.

In addition, a reserve list of proposals will be drawn up in case more budgetary appropriations are made available during the year.

For multi programmes, once the evaluation has been finalised, all applicants – successful or not – will be notified of the results through the Funding and Tenders Portal.

For simple programmes, the Competent National Authorities will inform the applicants following the adoption of the European Commission decision selecting/rejecting proposals.

**ANNEX I****Additional information on award criteria**

As mentioned in the call, Part B of the application serves to evaluate the proposal against the award criteria.

More specifically, each proposal will be assessed according to the criteria and sub criteria set out in the table below, while a threshold is also set for each of the main award criteria. The following sub-criteria shall be taken into account in the assessment of the quality of the proposals:

<b>CRITERIA</b>	<b>SUB-CRITERIA</b>	
<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>	
(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.	<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 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> <li>The market analysis points out to trends and challenges to be tackled by the programme; they are presented in a coherent SWOT analysis.</li> <li>The market analysis describes the competitive position of the proposing organisation(s) and the products to be marketed, of other EU suppliers as well as of their competitors from third countries.</li> <li>The market analysis identifies and describes well the target groups of the programme.</li> <li>The market analysis describes the structure and functioning of distribution and retail channels.</li> <li>Regarding third country markets, there is reference to import conditions, such as tariff and non-tariff barriers.</li> </ul>	
(d) Coherence of the programme strategy, objectives, target groups and key messages	<ul style="list-style-type: none"> <li>The programme objectives are coherent with the market and SWOT analysis.</li> <li>The programme objectives are specific, measurable,</li> </ul>	

	<p>achievable, result-focused and time-bound (SMART).</p> <ul style="list-style-type: none"> <li>• The strategy addresses the challenges identified in the market analysis and is coherent with the programme objectives.</li> <li>• In case of continuation of previous co-financed campaigns, the impact of the previous campaigns and the reason for continuation are clearly described.</li> <li>• The strategy and key messages are adapted to all targeted markets and target groups.</li> </ul>
(e) EU message of the campaign	<ul style="list-style-type: none"> <li>• Proposal clearly describes the foreseen main EU message and how the programme will disseminate information on and promote one or several specific features of EU agricultural production methods and products.</li> </ul> <p>Programme messages make reference to Europe in general, to the EU, to the CAP, EU legislation, EU products or EU production standards. They are aligned with the objectives of the selected Topic.</p>
<b>2. <u>QUALITY</u></b>	<b>Max. point: 50</b> <b>Threshold: 30</b>
(a) Suitable choice of activities with respect to objectives and programme strategy, adequate communication mix, synergy between the activities	<ul style="list-style-type: none"> <li>• The activities and communication mix correspond well with the programme objective, strategy and target groups.</li> <li>• The planned activities strengthen each other.</li> <li>• If the project will be running in parallel with other private or public campaigns, it is designed in a way to create synergies with these campaigns.</li> </ul>
(b) Concise description of activities and deliverables	<ul style="list-style-type: none"> <li>• Activities are well described in order to answer the questions: who, what, when, where, why?</li> </ul> <p>The description is detailed enough to estimate their cost-efficiency.</p>
(c) Quality of the proposed evaluation methods and indicators	<ul style="list-style-type: none"> <li>• Evaluation includes a study to evaluate the programme's impact undertaken by an independent external body.</li> <li>• The methodology is in line with the one suggested in Annex III.</li> <li>• The proposed indicators are aligned with the principles exposed in Article 22 of the Commission Implementing Regulation (EU) 2015/1831.</li> <li>• Baseline and target values are proposed for the planned indicators.</li> </ul>
(d) Suitable allocation of budget in relation to the objectives and scope of the activities	<ul style="list-style-type: none"> <li>• The budget is efficiently split between the activities. It is commensurate with the described strategy and expected impact.</li> </ul>
(e) Clear description of the estimated costs and accuracy of the budget	<ul style="list-style-type: none"> <li>• For each deliverable, costs are described and presented by using costs per output.</li> </ul>

	<ul style="list-style-type: none"> <li>There are no errors in the analysis of costs in part B and in the Detailed budget table.</li> </ul> <p>Detailed budget table is reconciled with the budget presented in Part A of the proposal, and with the description in Part B, Section 4.</p>
(f) Consistency between the estimated costs and deliverables	<ul style="list-style-type: none"> <li>The costs of activities are coherent with the description and scope of the deliverables.</li> <li>Costs of individual activities are comparable to the usual market rates in the target country.</li> <li>The number of person-days estimated for activities implemented by the applicant(s) is proportional to the level of its(their) involvement in the programme implementation; their rates are justified.</li> </ul>
(g) Project organisation and management structure	<ul style="list-style-type: none"> <li>The management structure and roles of the staff involved with the programme implementation are clearly described.</li> <li>The division of tasks between the implementing/evaluation bodies and applicants is clearly defined.</li> <li>An efficient internal coordination strategy in terms of managing different partners and implementing bodies is defined.</li> <li>Adequate procedures for selecting implementing and evaluation bodies are described (best value for money and absence of conflict of interest are respected).</li> </ul>
(h) Quality control mechanisms and risk management	<ul style="list-style-type: none"> <li>Appropriate procedures for supervising the work of implementing bodies and other subcontractors are defined. Both quality of deliverables and respect of timing and budget will be monitored.</li> <li>Adequate major risks which could hamper the outcome of the project are identified and correctly classified and mitigating actions to be put in place are presented.</li> </ul>
<b>3. <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> <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</li> </ul>

	production and/or consumption.
(b) Justification of the overall level of investment	<ul style="list-style-type: none"> <li>The level of investment proposed is justified by the expected return on investment (for promotion programmes) and/or increase of awareness (for information programmes).</li> </ul>
<b>TOTAL</b>	<b>Max. point: 100</b> <b>Threshold: 60</b>

## ANNEX II

## Information on representativeness

According to Article 7 of the Regulation (EU) 1144/2014 of the European Parliament and of the Council (hereafter BA) and Article 1 of the Commission Delegated Regulation (EU) No 2015/1829 (hereafter DA), proposing organisation must be representative of the product or sector promoted. The table below provides an overview on how to demonstrate the representativeness. The Articles referred to can be found in the [DA](#) and [BA](#).

Type of organisation	Representativeness criteria
Trade or inter-trade organisation, established at Member State or EU level	50% as a proportion of the number of producers, or 50 % of the volume or value of marketable production of the product(s) or sector concerned (Article 1(1)(a)(i) of DA)
	<u>Interbranch organisation</u> recognised by the Member State (Article 1(1)(a)(ii) of DA)
	<u>Groups under EU quality schemes</u> : 50% of the volume or value of marketable production of the product(s) with registered denomination (Article 1(1)(b) of DA)
(Association of) producer organisation(s)	Recognised by the Member State in accordance with Articles 154 or 156 of reg. 1308/2013 (Article 1(1)(c) of DA)
Agri food sector body	<ul style="list-style-type: none"> <li>- having an objective and activity to provide information on, and to promote, agricultural products</li> <li>- entrusted by the MS with a clearly defined public service mission in this area;</li> <li>- being established at least 2 years before the publication of the call;</li> <li>- having representatives of the product or sector promoted among its membership.</li> </ul> (Art 7(1)(d) of BA and Article 1(1)(d) of DA)

Please describe how your organisation meets the criteria on representativeness in the Member State concerned or at Union level. In this regard, please describe:

- type and status of your organisation e.g. a consortium of X and Y, recognition by the Member State, representativeness of the sector etc.,

- data on marketable production, exports, turnover, sales, number of producers etc.

Please include references to the sources of the information that you refer to in your justification. The justification shall address all the criteria that apply in your case.

In case you are referring to the recognition by the Member State, please attach a supporting document(s), such as a copy of the recognition or a link to a publicly available list of recognised organisations.

In case your organisation is not representative according to the criteria mentioned above, give a justification why you believe it should be considered representative. Lower thresholds than those mentioned above may be accepted if the proposing organisation demonstrates that there are specific circumstances, including the evidence on the structure of the market, which would justify

treating the proposing organisation as representative of the product(s) or sector concerned (derogation to the 50% rules referred to in Article 1(2) of DA).

In case your proposal is submitted by more than one proposing organisation, please include all descriptions in one document. Per proposing organisation, the information should have no more than 2.000 characters.

## Methodological suggestions for the ex-post calculation of returns

The following suggestions are to be taken into account in the evaluation of the results of a promotion programme. However, there should be coherence between the evaluation of the results at the end of a programme and the objectives set at the beginning of the programme. Hence, when drafting the programme proposal, please take these recommendations into account while defining the programme objectives. The returns can be expressed over the timespan of the programme. If applicable and necessary, the returns can also be presented beyond the programme duration.

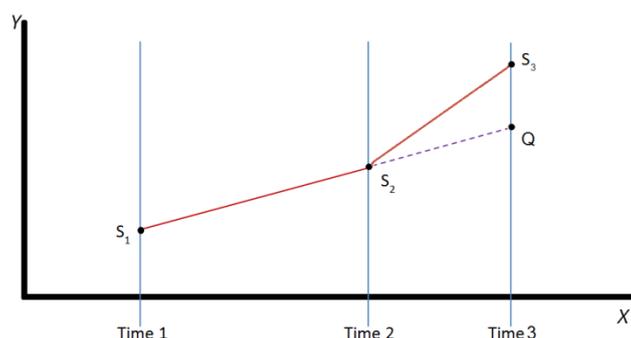
### *Economic impact*

Promotion programmes envisage economic return. However, as promotional efforts happen in a complex environment, it is complicated to identify their true economic impact. A simple comparison of the economic parameters before and after the campaign does not take into account external influencing variables. To disentangle the true effect of the promotion campaign from other influencing variables such as market trends or crises, the calculation of the return should make use of a baseline. The 'baseline' estimates what would have happened in the absence of the promotion programme. The impact is in turn estimated by comparing the baseline scenario to the observed data. The outcome of this evaluation should be expressed in €.

There are several ways to construct such a baseline. Here we describe two straightforward and intuitive methods. Other methods could also fit the purpose, although the specific methodology chosen to construct the baseline scenario should be motivated.

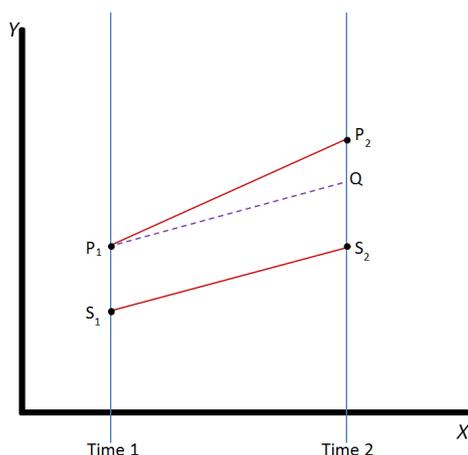
#### 1) Historical trend

In case a product has gone through a stable market trend over a significant period of time, one could project this market trend in the future and use it as baseline. Here the baseline Q can be constructed by projecting the market trend between Time 1 ( $S_1$ ) and ( $S_2$ ) to Time 3 (Q). Subsequently the observed situation in Time 3 ( $S_3$ ) can be corrected for the trend, by deducting Q from  $S_3$  to obtain the programme effect. As already mentioned, a stable market trend is a prerequisite for this method, it is not suitable for highly volatile markets.



#### 2) Difference in differences

In many cases, there are no stable market trends. Another approach uses a comparable product to identify the baseline scenario. The image below shows a baseline used in a difference in difference methodology. A comparable product (it should be motivated why the product is comparable) shows a specific market trend ( $S_1$  to  $S_2$ ). The baseline scenario (Q) can be constructed by projecting this market trend on the pre-campaign situation of the promoted product ( $P_1$ ). By comparing the observed post-campaign situation ( $P_2$ ) to the baseline, the effect of the campaign can be deducted, while accounting for market trends.



Note the complementarity of the two methods described above. If a product has shown a similar trend in the past as the promoted/investigated product, it could be argued it is comparable and suitable to construct the baseline via the difference in differences method.

The return of the programme is the increase in sales (€) during the running of the programme. Long-term effects cannot be taken into account since the moment of evaluation is at the end of the programme.

It is also recommended to include the return on investment (ROI) of the programme. The latter is to be calculated as a ratio between the increase in sales or exports of promoted products over the period of programme duration (return) and the investment (which is equal to the total programme costs.)

#### *Awareness impact*

The final objective of informative programmes is to increase awareness. To know the number of people who have acquired new knowledge, a survey with the following set-up could be made:

As an informative campaign in most cases covers a series of themes and messages, the reception of the information cannot be measured via one question. Instead, a series of questions fits the purpose. A person can be considered knowledgeable on the message/theme if she/he knows the answer to a predefined proportion of those questions. The following table shows an example of a test with threshold 2/3 to be considered knowledgeable:

PERSON X	Desired answer	Displayed answer	PERSON Y	Desired answer	Displayed answer
Question 1	Yes	Yes	Question 1	Yes	Yes
Question 2	Yes	Yes	Question 2	Yes	No
Question 3	No	Yes	Question 3	No	No
Result	2/3 = pass		Result	1/3 = fail	

Person X passed the test while person Y failed. The absolute increase in number of people passing this test, comparing pre- and post-campaign, is the awareness impact. The questions should be phrased in such a manner that the scoring is straightforward. They should also be representative for the themes and messages covered by the programme. The sample should be

representative for the target group(s). The comparison of pre- and post-campaign surveys should give the absolute number of people who acquired new knowledge.

Other survey methods could also be used. However, they should be duly justified and attain the same objective.