



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

Call for proposals

AGRIP-SIMPLE-2025

Version 1.0  
22 January 2025





## EUROPEAN RESEARCH EXECUTIVE AGENCY (REA)

REA.B – Green Deal  
B.4 – Agri-Food promotion, Environmental Observation and Innovative Governance

### CALL FOR PROPOSALS

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## **O. Introduction**

This is a call for proposals for EU **action grants** in the field of **Information provision and promotion measures concerning European agricultural products (AGRIP Programme)** implemented in the internal market and in third countries through multi programmes.

The regulatory framework for this EU Funding Programme is set out in:

- Regulation 2024/2509 ([EU Financial Regulation](#))<sup>1</sup>
- the basic act Regulation [1144/2014](#)<sup>2</sup>,
- Commission Delegated Regulation [2015/1829](#)<sup>3</sup> and
- Commission Implementing Regulation [2015/1831](#)<sup>4</sup>.

The call is launched in accordance with the 2025 Work Programme<sup>5</sup> and will be managed by the **European Research Executive Agency (REA)** entrusted by the European Commission with the management of the promotion policy.

The call covers the following **topics in internal market**:

- **AGRIP-SIMPLE-2025-IM-EU QS**
- **AGRIP-SIMPLE-2025-IM-ORGANIC**
- **AGRIP-SIMPLE-2025-IM- SUSTAINABLE**
- **AGRIP-SIMPLE-2025-IM-FRESH FRUIT AND VEGETABLES**
- **AGRIP-SIMPLE-2025-IM-CHARACTERISTICS**

And the following **topics in third countries**:

- **AGRIP-SIMPLE-2025-TC-ASIA**
- **AGRIP-SIMPLE-2025-TC-AMERICAS**
- **AGRIP-SIMPLE-2025-TC-OTHERS**
- **AGRIP-SIMPLE-2025-TC-ORGANIC OR SUSTAINABLE**

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<sup>1</sup> Regulation (EU, Euratom) 2024/2509 of the European Parliament and of the Council of 23 September 2024 on the financial rules applicable to the general budget of the Union (recast) ('EU Financial Regulation') (OJ L, 2024/2509, 26.9.2024).

<sup>2</sup> 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 (OJ L 317, 4.11.2014, p. 56–70).

<sup>3</sup> 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 (OJ L 266, 13.10.2015, p. 3–8).

<sup>4</sup> 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 (OJ L 266, 13.10.2015, p. 14–26).

<sup>5</sup> Commission Implementing Decision C(2024)7602 final of 14.11.2024 on the financing of information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries and the adoption of the work programme for 2025.

Each project application under the call must address only one of these topics. Applicants wishing to apply for more than one topic, must submit a separate proposal under each topic.

We invite you to read the **call documentation** carefully, and in particular this Call document, the Model Grant Agreement, the [EU Funding & Tenders Portal Online Manual](#), the [AGRIP Programme Guide](#) and the [EU Grants AGA — Annotated Grant Agreement](#).

These documents provide clarifications and answers to questions you may have when preparing your application:

- the [Call document](#) outlines the:
  - background, objectives, scope, activities that can be funded and the expected results (sections 1 and 2)
  - timetable and available budget (sections 3 and 4)
  - admissibility and eligibility conditions (including mandatory documents; sections 5 and 6)
  - criteria for financial and operational capacity and exclusion (section 7)
  - evaluation and award procedure (section 8)
  - award criteria (section 9)
  - legal and financial set-up of the Grant Agreements (section 10)
  - how to submit an application (section 11)
- the [Online Manual](#) and the [AGRIP Programme Guide](#) outlines the:
  - procedures to register and submit proposals online via the EU Funding & Tenders Portal ('Portal')
  - recommendations for the preparation of the application
- the [AGA — Annotated Grant Agreement](#) contains:
  - detailed annotations on all the provisions in the Grant Agreement you will have to sign in order to obtain the grant (*including cost eligibility, payment schedule, accessory obligations, etc*).

You are also encouraged to visit the [Promotion of Agricultural Products Portal](#) to consult the list of projects funded previously.

## **1. Background**

The general objective of the AGRIP Programme is to enhance the competitiveness of the EU agricultural sector.

The specific objectives of this Programme are to:

- (a) increase awareness of the merits of EU agricultural products and of the high standards applicable to the production methods in the EU

- (b) increase the competitiveness and consumption of EU agricultural products and certain food products and to raise their profile both inside and outside the EU
- (c) increase the awareness and recognition of EU quality schemes
- (d) increase the market share of EU agricultural products and certain food products, specifically focusing on those markets in third countries that have the highest growth potential
- (e) restore normal market conditions in the event of serious market disturbance, loss of consumer confidence or other specific problems.

## **2. Objectives — Themes and priorities — Activities that can be funded — Expected impact**

### **AGRIP-SIMPLE-2025-IM-EU QS**

Information provision and promotion programmes aiming at increasing the awareness and recognition of Union quality schemes as defined in Article 5(4)(a) and (c) of Regulation (EU) No 1144/2014.

#### Objectives

- The objective is to increase the awareness and recognition of the Union quality schemes, namely:
  - (a) quality schemes: protected designation of origin (PDO), protected geographical indication (PGI), traditional specialty guaranteed (TSG) and optional quality terms;
  - (b) the logo for quality agricultural products specific to the outermost regions of the Union.

Information and promotion programmes on Union quality schemes should be a key priority in the internal market since such schemes provide consumers with assurances on the quality and characteristics of the product or the production process used, achieve added value for the products concerned and enhance their market opportunities.

One of the expected results is to increase the levels of recognition of the logo associated with the Union quality schemes by the European consumers and increased knowledge of the information the quality schemes aim to provide. According to Special Eurobarometer 520, only 16% of Europeans consumers recognize the logos of products that benefit from a protected designation of origin (PDO), 22% recognise a protected geographical indication (PGI), and 16% recognise a traditional specialty guaranteed (TSG), these being the main Union quality schemes.

The expected ultimate impact is to increase awareness of the Union quality scheme and to enhance the competitiveness and consumption of products registered under a Union quality scheme, raise their profile and increase their market share.

### **AGRIP-SIMPLE-2025-IM-ORGANIC**

Information provision and promotion programmes aiming at increasing the awareness and recognition of Union quality scheme on organic production method as defined in Article 5(4)(b) of Regulation (EU) No 1144/2014.

### Objectives

The objective is to increase the awareness and recognition of the Union quality scheme on organic production.

Information and promotion programmes on the Union quality scheme on organic production method should be a key priority in the internal market since this scheme provides consumers with assurances on the sustainability, quality and characteristics of the product and the production process used and the environmental and climate benefits they generate, achieve added value for the products concerned and enhance their market opportunities.

One of the expected results is to further increase the levels of recognition of the EU organic logo by the European consumers and increased knowledge of the information the organic logo aims to provide. According to Special Eurobarometer 520, 61% of European consumers recognize the EU logo of organic farming.

The expected ultimate impact is to increase awareness of the Union quality scheme on organic production and to enhance the competitiveness and consumption of organic products, raise their profile and increase their market share.

## **AGRIP-SIMPLE-2025-IM-SUSTAINABLE**

Information provision and promotion programmes aiming at increasing the awareness of Union sustainable agriculture and animal welfare.

### Objectives

The objective is to highlight the sustainability of Union agriculture, stressing its beneficial role for the climate, the environment and animal welfare.

The production method(s) of the promoted product(s) shall cover at least two of the areas of actions listed in Article 31(4) of Regulation (EU) 2021/2115 while respecting the conditions laid down in paragraph 5 of the said Article.

The expected ultimate impact is to increase the awareness of the Union sustainable agriculture practices beneficial for the climate, the environment and animal welfare by the European consumers and to enhance the competitiveness and consumption of sustainably produced agri-food products in the Union, raise their profile and increase their market share.

## **AGRIP-SIMPLE-2025- IM-FRESH FRUIT AND VEGETABLES**

Information provision and promotion programmes aiming at increasing the consumption of fresh fruit and vegetables in the internal market in the context of balanced and healthy dietary practices.

Products eligible under this topic are those listed in Part IX and fresh bananas in Part XI of Annex I to Regulation (EU) No 1308/2013 of the European Parliament and of the Council.

The Commission is committed to promoting balanced and healthy dietary practices. Actions shall highlight the benefits of consuming fresh fruit and vegetables in a balanced diet. The messages could notably focus on: aiming at having at least 5 portions of a variety of fruit and vegetables each day; knowing the place of fruit and vegetables in the food pyramid, and understanding the beneficial impact of fruit and vegetable consumption on health.

### Objectives

The objective is to increase the consumption of EU fresh fruit and vegetables by informing consumers about balanced and healthy dietary practices.

The expected ultimate impact is to enhance the competitiveness and consumption of the concerned Union agri-food products, raise their profile and increase their market share.

## **AGRIP-SIMPLE-2025-IM-CHARACTERISTICS**

Information provision and promotion programmes aiming at highlighting the specific features of agricultural methods in the Union and the characteristics of European agricultural and food products, and quality schemes defined in Article 5(4)(d) of Regulation (EU) No 1144/2014.

### Objectives

The objective is to highlight at least one of the specific features of agricultural production methods in the Union, particularly in terms of food safety, traceability, authenticity, labelling, nutritional and health aspects, animal welfare, respect for the environment and sustainability (including climate benefits such as greenhouse gas emissions reduction and/or increase in carbon removals), and the characteristics of agricultural and food products, particularly in terms of their quality, taste, diversity or traditions.

The expected ultimate impact is to increase the awareness of the merits of Union agricultural products by the European consumers and to enhance the competitiveness and consumption of Union agri-food products, raise their profile and increase their market share.

## **AGRIP-SIMPLE-2025-TC-ASIA**

Information provision and promotion programmes targeting one or more of the following countries: China (including Hong Kong and Macao), Japan, South Korea, Taiwan, South-east Asia or South Asia.

### Objectives

The information and promotion programmes shall target one or more countries identified in the corresponding topic.

The objectives of these programmes shall comply with the general and specific objectives set out and the aims listed in Article 2 and 3, respectively of Regulation (EU) No 1144/2014 highlighting in particular the specific features of agricultural production methods in the Union, particularly in terms of food safety, traceability, authenticity, labelling, nutritional and health aspects, animal welfare, respect for the environment and sustainability (including climate benefits such as the greenhouse gas emissions reduction and/or increase in carbon removals), and the characteristics of agricultural and food products, particularly in terms of their quality, taste, diversity or traditions.

The expected ultimate impact is to enhance the competitiveness and consumption of Union agri-food products, raise their profile and increase their market share in these targeted countries.

### **AGRIP-SIMPLE-2025-TC-AMERICAS**

Information provision and promotion programmes targeting one or more of the following countries: Canada, USA or Mexico.

#### Objectives

The information and promotion programmes shall target one or more countries identified in the corresponding topic.

The objectives of these programmes shall comply with the general and specific objectives set out and the aims listed in Article 2 and 3, respectively of Regulation (EU) No 1144/2014 highlighting in particular the specific features of agricultural production methods in the Union, particularly in terms of food safety, traceability, authenticity, labelling, nutritional and health aspects, animal welfare, respect for the environment and sustainability (including climate benefits such as the greenhouse gas emissions reduction and/or increase in carbon removals), and the characteristics of agricultural and food products, particularly in terms of their quality, taste, diversity or traditions.

The expected ultimate impact is to enhance the competitiveness and consumption of Union agri-food products, raise their profile and increase their market share in these targeted countries.

### **AGRIP-SIMPLE-2025-TC-OTHERS**

Information provision and promotion programmes targeting other geographical areas.

#### Objectives

The information and promotion programmes shall target one or more countries identified in the corresponding topic.

The objectives of these programmes shall comply with the general and specific objectives set out and the aims listed in Article 2 and 3, respectively of Regulation (EU) No 1144/2014 highlighting in particular the specific features of agricultural production methods in the Union, particularly in terms of food safety, traceability, authenticity, labelling, nutritional and health aspects, animal welfare, respect for the environment and sustainability (including climate benefits such as the greenhouse gas



emissions reduction and/or increase in carbon removals), and the characteristics of agricultural and food products, particularly in terms of their quality, taste, diversity or traditions.

The expected ultimate impact is to enhance the competitiveness and consumption of Union agri-food products, raise their profile and increase their market share in these targeted countries.

### **AGRIP-SIMPLE-2025-TC-ORGANIC OR SUSTAINABLE**

Information provision and promotion programmes concerning the organic products under Union quality scheme defined in Article 5(4)(b) of Regulation (EU) No 1144/2014 in any third country/ies

or

Information provision and promotion programmes aiming at increasing the awareness of Union sustainable agriculture and animal welfare in any third country/ies.

#### Objectives

- For Information provision and promotion programmes concerning the organic products under Union quality scheme the objective is to increase the awareness and recognition of the Union quality scheme on organic production.

Information and promotion programmes on the Union quality scheme on organic production method should be a key priority since this scheme provides consumers with assurances on the sustainability, quality and characteristics of the product and the production process used and the environmental and climate benefits they generate, achieve added value for the products concerned and enhance their market opportunities.

The expected ultimate impact is to increase awareness of the Union quality scheme on organic production and to enhance the competitiveness and consumption of organic products, raise their profile and increase their market share.


- For Information provision and promotion programmes aiming at increasing the awareness of Union sustainable agriculture and animal welfare in any third country/ies the objective is to highlight the sustainability of Union agriculture, stressing its beneficial role for the climate, the environment and animal welfare.

The production method(s) of the promoted product(s) shall cover at least two of the areas of actions listed in Article 31(4) of Regulation (EU) 2021/2115 while respecting the conditions laid down in paragraph 5 of the said Article.

The expected ultimate impact is to increase the awareness of the Union sustainable agriculture practices beneficial for the climate, the environment and animal welfare by the European consumers and to enhance the competitiveness and consumption of sustainably produced agri-food products in the Union, raise their profile and increase their market share.

Activities that can be funded (scope)

The activities that can be funded under this call are information and promotion campaigns covering products and schemes listed in Article 5 of Regulation (EU) No 1144/2014.

 Wine, fishery or aquaculture products may be part of a campaign only if the campaign also covers at least one other eligible product listed in that Article.

More details on 'Eligible activities' are provided in section 6.

Expected impact

The expected ultimate impact of this call for proposals is to enhance the competitiveness and consumption of EU agri-food products and/or to increase awareness of the EU quality schemes, raise their profile and increase their market share in the targeted countries.

 For more information about the promotion of agricultural products, see [website](#).

**3. Available budget**

The available call budget is **EUR 87 000 000**.

Specific budget information per topic can be found in the table below.

*Internal market*

Topic	Topic budget	Scope
1 — AGRIP-SIMPLE-2025- IM-EU QS*	<b>EUR 9 000 000</b>	Information provision and promotion programmes aiming at increasing the awareness and recognition of Union quality schemes as defined in Article 5(4)(a) and (c) of Regulation (EU) No 1144/2014
2 — AGRIP-SIMPLE-2025 -IM-ORGANIC*	<b>EUR 10 000 000</b>	Information provision and promotion programmes aiming at increasing the awareness and recognition of Union quality scheme on organic production method as defined in Article 5(4)(b) of Regulation (EU) No 1144/2014
3 — AGRIP-SIMPLE-2025-IM-SUSTAINABLE*	<b>EUR 6 000 000</b>	Information provision and promotion programmes aiming at increasing the awareness of Union sustainable agriculture and animal welfare
4 — AGRIP-SIMPLE-2025-IM-FRESH FRUIT AND VEGETABLES*,**	<b>EUR 9 100 000</b>	Information provision and promotion programmes aiming at increasing the consumption of fresh fruit and vegetables in the internal market in the context of balanced and healthy dietary practices.  Products eligible under this topic are those listed in Part IX and fresh bananas in Part XI of Annex I to Regulation (EU) No 1308/2013 of the European Parliament and of the Council.

5 — AGRIP-SIMPLE-2025- IM- <b>CHARACTERISTICS*</b>	<b>EUR 5 000 000</b>	Information provision and promotion programmes aiming at highlighting the specific features of agricultural methods in the Union and the characteristics of European agricultural and food products, and quality schemes defined in Article 5(4)(d) of Regulation (EU) No 1144/2014
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\* 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.

\*\* Simple programme proposals on 'Fruit and vegetables' for the internal market are also eligible under other topics. The message of campaigns on fruit and vegetables under other topics targeting the internal market shall be different than highlighting the benefits of consuming fruit and vegetables within a balanced and proper diet (except if fruit and vegetables are associated with (an)other product(s)).

### Third countries

Topic	Topic budget	Scope
6 — AGRIP-SIMPLE-2025-TC- <b>ASIA*</b>	<b>EUR 16 300 000</b>	Information provision and promotion programmes targeting one or more of the following countries: China (including HongKong and Macao), Japan, South Korea, Taiwan, South-eastern Asia or South Asia
7 — AGRIP-SIMPLE-2025-TC- <b>AMERICAS</b>	<b>EUR 9 300 000</b>	Information provision and promotion programmes targeting one or more of the following countries: Canada, USA or Mexico
8 — AGRIP-SIMPLE-2025- TC- <b>OTHERS*</b>	<b>EUR 17 300 000</b>	Information provision and promotion programmes targeting other geographical areas
9 — AGRIP-SIMPLE-2025-TC- <b>ORGANIC*</b> <b>OR SUSTAINABLE*</b> , **	<b>EUR 5 000 000</b>	Information provision and promotion programmes concerning the organic products under Union quality scheme defined in Article 5(4)(b) of Regulation (EU) No 1144/2014 in any third country/ies  <u>OR</u>  Information provision and promotion programmes aiming at increasing the awareness of Union sustainable agriculture and animal welfare in any third country/ies

\* Programmes targeting least-developed countries (LDCs) according to UN list available at [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) should be coherent with EU development objectives. Applicants will be asked to submit their own assessment explaining why the proposed promotion programme will not adversely affect EU development policy goals in the least-developed country targeted by the promotion programme. This assessment will be examined under the award criterion "Relevance".

\*\* Simple programmes promoting organic products in third countries shall apply under topic AGRIP-SIMPLE-2025-TC-ORGANIC. They cannot apply under other topics, except if organic products are combined with other products.

In case a proposing organisation wishes to target several of the prioritised regions in third countries in one programme, it should submit several applications and one application per topic. Alternatively, it could also apply under the topic AGRIP-SIMPLE-2025-TC-OTHERS. This topic relates to the geographical areas that have not been

listed in topic AGRIP-SIMPLE-2025-TC-ASIA and topic AGRIP-SIMPLE-2025-TC-AMERICAS, but it may also concern a combination of several prioritised regions listed in the said two topics.

The availability of the call budget still depends on the final adoption of the budget 2025 by the EU budgetary authority.

We reserve the right not to award all available funds or to redistribute them between the call priorities, depending on the proposals received and the results of the evaluation.

If for a given topic there are not enough proposals on the ranked list to exhaust the whole foreseen amount, the remaining amount may be reallocated to other topics according to the following criteria:

- (a) the total of the remaining foreseen amount for the five topics for the internal market will be allocated to the projects targeting the internal market with the highest quality score, irrespective of the topic for which they have applied
- (b) the same approach will be taken for the two topics for third countries
- (c) if the foreseen amount is still not exhausted, the remaining amounts for both internal market and third countries will be merged and assigned to projects with the highest quality score, irrespective of the priority and topic for which they have applied.

#### 4. Timetable and deadlines

Timetable and deadlines (indicative)	
Call opening:	22 January 2025
<u>Deadline for submission:</u>	23 April 2025 – 17:00:00 CET (Brussels)
Evaluation:	April-August 2025
Information on evaluation results:	November 2025
GA signature:	December 2025-February 2026

#### 5. Admissibility and documents

Proposals must be submitted before the **call deadline** (see *timetable section 4*).

Proposals must be submitted **electronically** via the Funding & Tenders Portal Electronic Submission System (accessible via the Topic page in the [Calls for proposals](#) section). Paper submissions are NOT possible.

Proposals (including annexes and supporting documents) must be submitted using the forms provided *inside* the Submission System (⚠ NOT the documents available on the Topic page — they are only for information).

Proposals must be **complete** and contain all the requested information and all required annexes and supporting documents:

- Application Form Part A — contains administrative information about the participants (future coordinator and beneficiaries) and the summarised budget for the project (*to be filled in directly online*)
- Application Form Part B — contains the technical description of the project (template to be downloaded from the Portal Submission System, completed, assembled and re-uploaded)
- Part C — contains additional project data and the project's contribution to EU programme key performance indicators (*to be filled in directly online*)
- **mandatory annexes and supporting documents** (*templates to be downloaded from the Portal Submission System, completed, assembled and re-uploaded*):
  - detailed budget table (*template available in the Submission System*)
  - CVs (standard) of core project team list of all EU-funded projects for the last 3 years with indication of the previous projects for which the proposal is a continuation according to Article 1(4) of the Commission Delegated Regulation (EU) 2015/1829 (*template available in Part B*)
  - activity reports of last year
  - supporting documents demonstrating that the applicants are organisations or bodies as referred to in Article 7(1) of Regulation (EU) No 1144/2014 (*see section below*)
  - for each applicant, documentation proving that it meets the representativeness criteria set out in Article 1 of the Commission Delegated Regulation (EU) 2015/1829 (*see section below*)

Please note that the amounts entered into the summarised budget table (filled in directly online) must correspond to the amounts calculated in the detailed budget table. In case of discrepancies, the amounts in the online summarised budget table will prevail.

At proposal submission, you will have to confirm that you have the **mandate to act** for all applicants. Moreover you will have to confirm that the information in the application is correct and complete and that all participants comply with the conditions for receiving EU funding (especially eligibility, financial and operational capacity, exclusion, etc.). Before signing the grant, each beneficiary will have to confirm this again by signing a declaration of honour (DoH). Proposals without full support will be rejected.

Your application must be **readable, accessible and printable** (please check carefully the layout of the documents uploaded).

Proposals are limited to maximum **70 pages**. Evaluators will not consider any additional pages. Shorter proposals are welcome.

- For more information about the submission process (including IT aspects), consult the [Online Manual](#).

## 6. Eligibility

Applications will only be considered eligible if their content corresponds wholly (or at least in part) to the topic description for which they are submitted.

### Eligible participants

In order to be eligible, the applicants must:

- be legal entities (public or private bodies)
- be established in an EU Member States (including overseas countries and territories (OCTs))
- be eligible organisations or bodies as referred to in Article 7(1) of Regulation (EU) No 1144/2014:
  - trade or inter-trade organisations, established in a Member State and representative of the sector or sectors concerned in that Member State, and in particular the interbranch organisations as referred to in Article 157 of Regulation (EU) No 1308/2013 and groups as defined in point 2 of paragraph 1 of Article 9 of Regulation (EU) 2024/1143, provided that they are representative for the name protected under the latter Regulation which is covered by that programme
  - producer organisations or associations of producer organisations, as referred to in Articles 152 and 156 of Regulation (EU) No 1308/2013 that have been recognised by a Member State or
  - agri-food sector bodies the objective and activity of which is to provide information on, and to promote agricultural products and which have been entrusted, by the Member State concerned, with a clearly defined public service mission in this area; those bodies must have been legally established in the Member State in question at least two years prior to the date of the call for proposals referred to in Article 8(2).

The above-mentioned proposing organisations may submit a proposal provided that they are also representative of the sector or product concerned by the proposal, complying with conditions set out in Articles 1(1) or 1(2) of Commission Delegated Regulation (EU) 2015/1829 of 23 April 2015, namely:

- trade or inter-trade organisation, established in a Member State or at EU level, as referred to in Article 7(1)(a) and (b) of Regulation (EU) No 1144/2014 respectively, are deemed to be representative of the sector concerned by the programme:
  - where it accounts for at least 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, in the Member State concerned or at EU level or
  - where it is an interbranch organisation recognised by the Member State in accordance with Article 158 of Regulation (EU) No 1308/2013 of the European Parliament and of the Council or with Article 16 of Regulation (EU) No 1379/2013 of the European Parliament and of the Council
- a group as defined in paragraph 1 of Article 9 of Regulation (EU) 2024/1143 of the European Parliament and of the Council and referred to in Article 7(1)(a) of Regulation (EU) No 1144/2014, are deemed to be representative of the name protected under Regulation (EU) 2024/1143 and covered by the programme,

where it accounts for at least 50% of the volume or value of marketable production of the product(s) whose name is protected

- a producer organisation or an association of producer organisations as referred to in Article 7(1)(c) of Regulation (EU) No 1144/2014 are deemed to be representative of the product(s) or sector concerned by the programme where it is recognised by the Member State in accordance with Articles 154 or 156 of Regulation (EU) No 1308/2013 or with Article 14 of Regulation (EU) No 1379/2013;


Lower representativeness thresholds than 50% may be accepted if the proposing organisation demonstrates in the submitted proposal 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.

Beneficiaries must register in the [Participant Register](#) — before the submitting the proposal.

In order to assess the participants' eligibility, the following documents are requested:

- 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.

Other entities may participate in other consortium roles, such as associated partners, sub-contractors, third parties giving in-kind contributions, etc (*see section 13*).

 Applicants can receive AGRIP funding for information and promotion measures promoting the same product or scheme, in the same geographical market, only for two consecutive occasions.<sup>6</sup>

Applicants may receive Union financing for the information provision and promotion measures promoting the same product or scheme, carried out in the same geographical market, only for two consecutive occasions (Article 1(4) of Delegated Regulation (EU) 2015/1829). In case several proposals submitted under the simple and/or multi call are successfully evaluated, thus leading to a breach of that Article, the Commission retains the right to decide which proposal(s) are to be funded.

### *Specific cases and definitions*

International organisations — International organisations are NOT eligible.

Entities without legal personality — Entities which do not have legal personality under their national law may exceptionally participate, provided that their representatives have the capacity to undertake legal obligations on their behalf, and offer guarantees

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<sup>6</sup> See Article 1(4) Delegated Regulation (EU) 2015/1829.

for the protection of the EU financial interests equivalent to that offered by legal persons<sup>7</sup>.

Associations and interest groupings — Entities composed of members may participate as 'sole beneficiaries' or 'beneficiaries without legal personality'<sup>8</sup>. ⚠ Please note that if the action will be implemented by the members, they should also participate (either as beneficiaries or as recipients of financial support to third parties, otherwise their costs cannot be covered by the action).

Countries currently negotiating association agreements — Beneficiaries from countries with ongoing negotiations for participation in the programme (*see list of participating countries above*) may participate in the call and can sign grants if the negotiations are concluded before grant signature and if the association covers the call (i.e. is retroactive and covers both the part of the programme and the year when the call was launched).

EU restrictive measures — Special rules apply for entities subject to [EU restrictive measures](#) under Article 29 of the Treaty on the European Union (TEU) and Article 215 of the Treaty on the Functioning of the EU (TFEU)<sup>9</sup> and entities covered by Commission Guidelines No [2013/C 205/05](#)<sup>10</sup>. Such entities are not eligible to participate in any capacity, including as beneficiaries, associated partners, third parties giving in-kind contributions, subcontractors or recipients of financial support to third parties (if any).

EU conditionality measures — Special rules apply for entities subject to measures adopted on the basis of EU Regulation 2020/2092<sup>11</sup>. Such entities are not eligible to participate in any funded role (beneficiaries, affiliated entities, subcontractors, recipients of financial support to third parties, etc).

 For more information, see [Rules for Legal Entity Validation, LEAR Appointment and Financial Capacity Assessment](#).

### Consortium composition

Proposals must be submitted by one or several organisations referred to in points (a), (c) and (d) of Article 7(1) of Regulation (EU) No 1144/2014, which must be from the same Member State and comply with the conditions on representativeness for the product of the sector promoted.

The EU trade or inter-trade organisations that are representative at EU level for the product or sector promoted (point (b) of Article 7(1) of Regulation (EU) No 1144/2014) are excluded from this call.

### Eligible activities

Eligible activities are the ones set out in section 2 above.

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<sup>7</sup> See Article 200 197(2)(c) EU Financial Regulation 2024/2509.

<sup>8</sup> For the definitions, see Articles 190(2) and 200(2)(c) EU Financial Regulation 2024/2509.

<sup>9</sup> Please note that the EU Official Journal contains the official list and, in case of conflict, its content prevails over that of the [EU Sanctions Map](#).


<sup>10</sup> Commission guidelines No [2013/C 205/05](#) on the eligibility of Israeli entities and their activities in the territories occupied by Israel since June 1967 for grants, prizes and financial instruments funded by the EU from 2014 onwards (OJEU C 205 of 19.07.2013, pp. 9-11).

<sup>11</sup> Regulation (EU, Euratom) 2020/2092 of the European Parliament and of the Council of 16 December 2020 on a general regime of conditionality for the protection of the Union budget (OJ L 325, 20.12.2022, p. 94).



The information and promotion campaigns may cover the following activities:

1. Management of the project
2. Public relations
  - PR activities
  - Press events
3. Website, social media
  - Website setup, updating, maintenance
  - Social media (*accounts setup, regular posting*)
  - Other (*mobile apps, e-learning platforms, webinars, etc*)
4. Advertising
  - Print
  - TV
  - Radio
  - Online
  - Outdoor
  - Cinema
5. Communication tools
  - Publications, media kits, promotional merchandise
  - Promotional videos
6. Events
  - Stands at trade fairs
  - Seminars, workshops, B2B meetings, trainings for trade/cooks, activities in schools
  - Restaurant weeks
  - Sponsorship of events
  - Study trips to Europe
7. Point-of-sale (POS) promotion
  - Tasting days
  - Other: promotion in retailers' publications, POS advertising

 Tastings and distribution of samples are not allowed in the context of campaigns on responsible drinking implemented in the internal market; these activities are however acceptable if ancillary to and supportive of the provision of information measures on the quality schemes and organic production method.

Activities should be complementary to and should not overlap with activities financed through the Common Agricultural Policy and/or through the funds or instruments of the different Member States supporting at the national level the promotion of agricultural products. Projects must be designed to complement other private or

public activities implemented by the proposing organisation(s) in the targeted markets; synergies with such activities must be ensured.

Projects should take into account the results of previous co-financed campaigns clearly describing their impact and reasons for resubmission.

The complementarities must be described in the project proposal (Part B of the Application Form).

Projects must comply with EU policy interests and priorities (*such as environment, climate, social, development and trade policy, etc*). Projects must also respect EU values and European Commission policy regarding reputational matters (*e.g. activities involving capacity building, policy support, awareness raising, communication, dissemination, etc*)<sup>12</sup>.

Proposals must:

- a) ensure that the measures are implemented through implementing bodies as referred to in Article 13 of Regulation (EU) No 1144/2014. Proposing organisations must select bodies responsible for implementing programmes ensuring best value for money and absence of conflict of interest (see Article 2 of Delegated Regulation (EU) 2015/1829). The proposing organisation must undertake that the body responsible for the implementation of the programme will be selected at the latest before the signature of the grant agreement (see Article 10 of Commission Implementing Regulation (EU) 2015/1831)
- b) ensure that the costs of the measure which it plans to carry out itself is not in excess of the normal market rates, if the proposing organisation proposes to implement certain parts of the proposal itself
- c) comply with EU law governing the products concerned and their marketing and have an EU dimension; comply with all the provisions described under Article 3(1) of Delegated Regulation (EU) 2015/1829
- d) for proposals in the internal market covering one or more schemes as referred to in Article 5(4) of Regulation (EU) No 1144/2014: focus on the(se) scheme(s) in their main EU message. When in this programme, one or several products illustrate(s) the(se) scheme(s), it/they must appear as a secondary message in relation to the main EU message
- e) for messages containing information on the impact on health:
  - in the internal market: comply with the Annex to Regulation (EC) No 1924/2006 of the European Parliament and of the Council<sup>13</sup>, or be accepted by the national authority responsible for public health in the Member State where the operations are carried out
  - in third countries: be accepted by the national authority responsible for public health in the country where the operations are carried out
- f) for proposals proposing to mention origin or brands: comply with the rules as referred to in Chapter II of Implementing Regulation (EU) 2015/1831.

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<sup>12</sup> See, for instance, Guidance on funding for activities related to the development, implementation, monitoring and enforcement of Union legislation and policy.

<sup>13</sup> Regulation (EU) No 1924/2006 of the European Parliament and of the Council of 20 December 2006 on nutrition and health claims made on foods (OJ L 404, 30.12.2006, p.9–25).

For the purposes of assessing the eligibility of the activities, the following information must be provided:

- for proposals covering national quality schemes: documentation or a reference to publicly available sources that prove that the quality scheme is officially recognised by the Member State<sup>14</sup>
- for proposals targeting the internal market and relaying a message on proper dietary practices or responsible alcohol consumption: description how the proposed programme and its message(s) are in line with the relevant national rules in the field of public health in the Member State where the programme will be carried out (including references or documentation in support of this claim).

Financial support to third parties is allowed for grants or similar forms of support under the following conditions:

- the financial support is given only to entities that are linked to the beneficiary<sup>15</sup> and identified already in the project proposal
- the project specifies the maximum amount of financial support for each third party and the criteria and procedures for giving the financial support
- the beneficiaries ensure that the costs charged to the action are limited to the costs actually incurred by those third parties and that the entities comply with the principle of sound financial management and keep records on their costs.

#### Geographic location (target countries)

Proposals must relate to activities targeting one or several countries covered by the chosen topic of the call.

Proposals targeting the internal market must be implemented:

- in at least two Member States with a coherent share of the allocated budget, in particular taking into account the respective size of the market in each of the Member States concerned

or

- in one Member State, if that Member State is different from the Member State of origin of the proposing organisation(s)

unless they concern EU quality schemes referred to in Article 5(4)(a), (b) or (c) of Regulation (EU) No 1144/2014 or relay a message on proper dietary practices.

#### Duration

Projects should have a minimum duration of 12 and a maximum duration of 36 months.

Proposals should specify the duration of the action.

### **7. Financial and operational capacity and exclusion**

<sup>14</sup> Article 16 of the Regulation (EU) No 1305/2013 of the European Parliament and of the Council of 17 December 2013 on support for rural development by the European Agricultural Fund for Rural Development (EAFRD) and repealing Council Regulation (EC) No 1698/2005 (OJ L 347, 20.12.2013, p. 487).

<sup>15</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.

### Financial capacity

Applicants must have **stable and sufficient resources** to successfully implement the projects and contribute their share. Organisations participating in several projects must have sufficient capacity to implement all projects.

The financial capacity check will be carried out on the basis of the documents you will be requested to upload in the [Participant Register](#) at a later stage of the evaluation (*e.g. profit and loss account and balance sheet, business plan, audit report produced by an approved external auditor, certifying the accounts for the last closed financial year, etc*). The analysis will be based on neutral financial indicators, but will also take into account other aspects, such as dependency on EU funding and deficit and revenue in previous years.

The check will normally be done for all beneficiaries, except:

- public bodies (entities established as public body under national law, including local, regional or national authorities)
- if the individual requested grant amount is not more than EUR 60 000.

### Operational capacity

Applicants must have the **know-how, qualifications** and **resources** to successfully implement the projects and contribute their share (including sufficient experience in projects of comparable size and nature).

Applicants must demonstrate that at least one natural person working under employment contract with the applicant (or assigned to the action on basis of an equivalent appointing act, secondment against payment or on the basis of other types of direct contracts, *e.g. covering provision of services*) will be appointed as a project manager. The project manager must have at least three years' experience in project management.

The operational capacity will be assessed together with the 'Quality' award criterion on the basis of the competence and experience of the applicants and their project teams, including operational resources (human, technical and other) or, exceptionally, the measures proposed to obtain it by the time the task implementation starts.

If the evaluation of the award criterion is positive, the applicants are considered to have sufficient operational capacity.

Applicants will have to show their capacity via the following information:

- general profiles (qualifications and experiences) of the staff responsible for managing and implementing the project (*e.g. CV of the project manager, CVs core project team, etc*)
- list of EU-funded projects for the last 3 years (*template available in Part B*)
- applicants' activity reports of the last year
- for cases where proposing organisations propose to implement certain parts of the proposal: a description of the activities which shows that they have at least 3 years' experience in implementing information provision and promotion measures.

Additional supporting documents may be requested, if needed to confirm the operational capacity of any applicant.

### Exclusion

Applicants which are subject to an **EU exclusion decision** or in one of the following **exclusion situations** that bar them from receiving EU funding can NOT participate<sup>16</sup>:

- bankruptcy, winding up, affairs administered by the courts, arrangement with creditors, suspended business activities or other similar procedures (including procedures for persons with unlimited liability for the applicant's debts)
- in breach of social security or tax obligations (including if done by persons with unlimited liability for the applicant's debts)
- guilty of grave professional misconduct<sup>17</sup> (including if done by persons having powers of representation, decision-making or control, beneficial owners or persons who are essential for the award/implementation of the grant)
- committed fraud, corruption, links to a criminal organisation, money laundering, terrorism-related crimes (including terrorism financing), child labour or human trafficking (including if done by persons having powers of representation, decision-making or control, beneficial owners or persons who are essential for the award/implementation of the grant)
- shown significant deficiencies in complying with main obligations under an EU procurement contract, grant agreement, prize, expert contract, or similar (including if done by persons having powers of representation, decision-making or control, beneficial owners or persons who are essential for the award/implementation of the grant)
- guilty of irregularities within the meaning of Article 1(2) of Regulation No [2988/95](#) (including if done by persons having powers of representation, decision-making or control, beneficial owners or persons who are essential for the award/implementation of the grant)
- created under a different jurisdiction with the intent to circumvent fiscal, social or other legal obligations in the country of origin or created another entity with this purpose (including if done by persons having powers of representation, decision-making or control, beneficial owners or persons who are essential for the award/implementation of the grant)
- intentionally and without proper justification resisted<sup>18</sup> an investigation, check or audit carried out by an EU authorising officer (or their representative or auditor), OLAF, the EPPO, or the European Court of Auditors.

Applicants will also be refused if it turns out that<sup>19</sup>:

- during the award procedure they misrepresented information required as a condition for participating or failed to supply that information

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<sup>16</sup> See Articles 136 and 141 of EU Financial Regulation [2018/1046](#).

<sup>17</sup> Professional misconduct includes: violation of ethical standards of the profession, wrongful conduct with impact on professional credibility, false declarations/misrepresentation of information, participation in a cartel or other agreement distorting competition, violation of IPR, attempting to influence decision-making processes or obtain confidential information from public authorities to gain advantage.

<sup>18</sup> 'Resisting an investigation, check or audit' means carrying out actions with the goal or effect of preventing, hindering or delaying the conduct of any of the activities needed to perform the investigation, check or audit, such as refusing to grant the necessary access to its premises or any other areas used for business purposes, concealing or refusing to disclose information or providing false information.

<sup>19</sup> See Article 143 EU Financial Regulation [2024/2509](#).

- they were previously involved in the preparation of the call and this entails a distortion of competition that cannot be remedied otherwise (conflict of interest).

## 8. Evaluation and award procedure

The proposals will have to follow the **standard submission and evaluation procedure** (one-stage submission + one-step evaluation).

An **evaluation committee** (assisted by independent outside experts) will assess all applications. Proposals will first be checked for formal requirements (admissibility, and eligibility, *see sections 5 and 6*). Proposals found admissible and eligible will be evaluated (for each topic) against the operational capacity and award criteria (*see sections 7 and 9*) and then ranked according to their scores.

For proposals with the same score (within a same topic) a **priority order** will be determined according to the following approach:

For every group of *ex aequo* proposals, starting with the highest scored group, and continuing in descending order, proposals which allow for diversification in terms of products or targeted markets will be prioritised.

This means that, between *ex aequo* applications within the same topic, priority will be given to applications which are not yet represented in the higher ranked proposals firstly in terms of products, secondly in terms of targeted market.

If these criteria cannot be applied, then projects with highest score for individual award criteria will be selected.

We will first compare projects' scores for the award criterion 'Relevance'. When these scores are equal, priority will be based on the scores for the criterion 'Impact'. When these scores are equal, priority will be based on the scores for the criterion 'Quality'.

This principle also applies, *mutatis mutandis*, to merged ranked lists constituted following the reallocation of foreseen amounts across the call topics (see point (c) below).

Criteria for reallocation of foreseen amounts

If for a given topic there are not enough proposals on the ranked list to exhaust the whole foreseen amount, the remaining amount may be reallocated to other topics according to the following criteria:

- (a) the total of the remaining foreseen amount for the five topics for the internal market shall be allocated to the projects targeting the internal market with the highest score, irrespective of the topic for which they have applied;
- (b) the same approach shall be taken for the four topics for third countries;
- (c) if the foreseen amount is still not exhausted, the remaining amounts for both internal market and third countries shall be merged and assigned to projects with the highest score, irrespective of the priority and topic for which they have applied. The order of the ranked lists will be strictly followed.

The European Commission will adopt an implementing act determining the proposals selected, any changes to be made to them, and the corresponding budgets (award decision). This decision will list the selected programmes accepted for a financial contribution from the EU under Article 15 of Regulation (EU) No 1144/2014. The decision will be addressed to the competent Member States.

As soon as the Commission adopts this decision, it will forward the copies of the selected proposals to the Member States concerned. Member States will without delay inform the proposing organisations concerned whether or not their applications have been accepted.

## 9. Award criteria

The **award criteria** for this call are as follows:

- **Relevance** (25 points):
  - Relevance of the proposed action to the general and specific objectives listed in Article 2 of the Regulation (EU) No 1144/2014, to the aims listed in Article 3 of the same Regulation, as well as to priorities, objectives and expected results announced under the relevant thematic priority of the call.
  - Contribution of the proposed information provision and promotion project in respect of the objectives of the climate and environmental ambition of the CAP and the European Green Deal, in particular concerning sustainability of production and consumption.
  - Quality and relevance of the market analysis.
  - Coherence of the action strategy, specific objectives, target groups and key messages.
  - EU message of the campaign.
- **Quality** (50 points):
  - Suitable choice of activities with respect to objective and action strategy, adequate communication mix, synergy between activities.
  - Concise description of activities and deliverables.
  - Quality of the proposed evaluation methods and indicators.
  - Suitable allocation of budget in relation to objectives and scope of activities.
  - Clear description of the estimated costs and accuracy of the budget.
  - Consistency between the estimated costs and deliverables.
  - Project organisation and management structure.
  - Internal quality control mechanisms and risk management.
- **Impact** (25 points):
  - Impact of project at EU level.
  - Justification of the overall level of investment.

Award criteria	Minimum pass score	Maximum score
Relevance	15	25
Quality	30	50
Impact	15	25
<b>Overall (pass) scores</b>	<b>60</b>	<b>100</b>

Maximum points: 100 points.

Individual thresholds per criterion: 15/25, 30/50 and 15/25 points.

Overall threshold: 60 points.

Proposals that pass the individual thresholds AND the overall threshold will be considered for funding — within the limits of the available call budget (i.e. up to the budget ceiling). Other proposals will be rejected.

## 10. Legal and financial set-up of the Grant Agreements

The Member States concerned will be responsible for the proper implementation of the projects selected and for managing the grants.

Member States must conclude Grant Agreements for the implementation of projects with the selected proposing organisations in accordance with the requirements mentioned under Article 10 of Implementing Regulation (EU) 2015/1831.

This Grant Agreement will set the framework for your grant and its terms and conditions, in particular concerning deliverables, reporting and payments.

The Model Grant Agreement that will be used (and all other relevant templates and guidance documents) can be found on [Portal Reference Documents](#).

### Starting date and project duration

The project starting date and duration will be fixed in the Grant Agreement (*Data Sheet, point 1*). Normally the starting date will be after grant signature. It should not be later than 6 months after the date of entry into force of the grant agreement. A retroactive starting date can be granted exceptionally for duly justified reasons — but never earlier than the proposal submission date.

Project duration: *see section 6 above*.

### Milestones and deliverables

Milestones are not applicable for AGRIP calls. Screens/sections related to milestones can be left empty.

The deliverables for each project will be managed through the Portal Grant Management System and will be reflected in Annex 1 of the Grant Agreement.

### Form of grant, funding rate and maximum grant amount



The grant parameters (*maximum grant amount, funding rate, total eligible costs, etc*) will be fixed in the Grant Agreement (*Data Sheet, point 3 and art 5*).

Project budget (requested grant amount): No limit. The grant awarded may be lower than the amount requested.

The grant will be a budget-based mixed actual cost grant (actual costs, with unit cost and flat-rate elements). This means that it will reimburse ONLY certain types of costs (eligible costs) and costs that were *actually* incurred for your project (NOT the *budgeted* costs). For unit costs and flat-rates, you can charge the amounts calculated as explained in the Grant Agreement (*see art 6 and Annex 2 and 2a*). The costs will be reimbursed at the funding rate fixed in the Grant Agreement:

- for simple programmes in the internal market: 70% (or 75% if a beneficiary is established in a Member State receiving financial assistance)
- for simple programmes in third countries: 80% (or 85% if a beneficiary is established in Member States receiving financial assistance)
- for simple programmes in the event of serious market disturbance, loss of consumer confidence or other specific problems : 85% (or 90% if a beneficiary is established in Member States receiving financial assistance).

Grants may NOT produce a profit (i.e. surplus of revenues + EU grant over costs). For-profit organisations must declare their revenues and, if there is a profit, we will deduct it from the final grant amount (*see art 22.3*).

Moreover, please be aware that the final grant amount may be reduced in case of non-compliance with the Grant Agreement (*e.g. improper implementation, breach of obligations, etc*).

#### *Budget categories and cost eligibility rules*

The budget categories and cost eligibility rules are fixed in the Grant Agreement (*Data Sheet, point 3, art 6 and Annex 2*).

*Budget categories for this call:*

- A. Personnel costs
  - A.1 Employees, A.2 Natural persons under direct contract, A.3 Seconded persons
  - A.4 SME owners and natural person beneficiaries
- B. Subcontracting costs
- C. Purchase costs
  - C.1 Travel and subsistence
  - C.2 Equipment
  - C.3 Other goods, works and services
- D. Other cost categories
  - D.1 Financial support to third parties
- E. Indirect costs

*Specific cost eligibility conditions for this call:*

- personnel costs:
  - SME owner/natural person unit cost<sup>20</sup>: Yes
- travel and subsistence unit cost<sup>21</sup>: No (only actual costs)
- equipment costs: depreciation
- other cost categories:
  - costs for financial support to third parties: allowed for grants or similar; maximum amount per third party EUR 60 000, unless a higher amount is required because the objective of the action would otherwise be impossible or overly difficult to achieve and this is duly justified in the Application Form
  - indirect cost flat-rate: 4% of the personnel costs (category A, except volunteers costs, if any)
- VAT: non-deductible/non-refundable VAT is eligible (but please note that since 2013, VAT paid by beneficiaries that are public bodies acting as public authority is NOT eligible)
- other:
  - in-kind contributions for free are allowed, but cost-neutral, i.e. they cannot be declared as cost
  - kick-off meeting: costs for kick-off meeting organised by the granting authority are eligible (travel costs for maximum 2 persons, return ticket and accommodation for one night) only if the meeting takes place after the project starting date set out in the Grant Agreement; the starting date can be changed through an amendment, if needed
  - financial contributions given by third parties, specifically to be used for the costs that are eligible under the action are not allowed, except if given by the members of the beneficiary's organisation

*Reporting and payment arrangements*

The Member States concerned will be responsible for the payments in accordance with the Grant Agreement.

*Prefinancing guarantees*

See Article 13 of the Commission Implementing Regulation 2015/1831.

*Certificates*

Depending on the type of action, size of grant amount and type of beneficiaries, you may be requested to submit different certificates. The types, schedules and thresholds for each certificate are fixed in the Grant Agreement (*Data Sheet, point 4 and art 24*).

*Liability regime for recoveries*

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<sup>20</sup> Commission [Decision](#) of 20 October 2020 authorising the use of unit costs for the personnel costs of the owners of small and medium-sized enterprises and beneficiaries that are natural persons not receiving a salary for the work carried out by themselves under an action or work programme (C(2020)7715).

<sup>21</sup> Commission [Decision](#) of 12 January 2021 authorising the use of unit costs for travel, accommodation and subsistence costs under an action or work programme under the 2021-2027 multi-annual financial framework (C(2021)35).

The liability regime for recoveries will be fixed in the Grant Agreement (*Data Sheet point 4.4 and art 22*).

For beneficiaries, it is one of the following:

- limited joint and several liability with individual ceilings — *each beneficiary up to their maximum grant amount*
- unconditional joint and several liability — *each beneficiary up to the maximum grant amount for the action*
- individual financial responsibility — each beneficiary for their own debts.

#### Provisions concerning the project implementation

Security rules: *see Model Grant Agreement (art 13)*

Ethics rules: *see Model Grant Agreement (art 14)*

IPR rules: *see Model Grant Agreement (art 16 and Annex 5)*

- list of background: Yes
- rights of use on results: Yes

Communication, dissemination and visibility of funding: *see Model Grant Agreement (art 17 and Annex 5)*

- additional communication and dissemination activities Yes
- special logo: Yes

Specific rules for carrying out the action: *see Model Grant Agreement (art 18 and Annex 5)*

- specific rules for information and promotion campaigns for agricultural products
- specific rules for financial support to third parties.

#### Other specificities

Consortium agreement: Yes

#### Non-compliance and breach of contract

The Grant Agreement (chapter 5) provides for the measures we may take in case of breach of contract (and other non-compliance issues).



For more information, see [AGA — Annotated Grant Agreement](#).

### **11. How to submit an application**

All proposals must be submitted directly online via the Funding & Tenders Portal Electronic Submission System. Paper applications are NOT accepted.

Submission is a **2-step process**:

#### **a) create a user account and register your organisation**

To use the Submission System (the only way to apply), all participants need to [create an EU Login user account](#).

Once you have an EULogin account, you can [register your organisation](#) in the Participant Register. When your registration is finalised, you will receive a 9-digit participant identification code (PIC).

## b) **submit the proposal**

Access the Electronic Submission System via the Topic page in the [Calls for proposals](#) section (or, for calls sent by invitation to submit a proposal, through the link provided in the invitation letter).

Submit your proposal in 4 parts, as follows:

- Part A includes administrative information about the applicant organisations (future coordinator, beneficiaries, affiliated entities and associated partners) and the summarised budget for the proposal. Fill it in directly online
- Part B (description of the action) covers the technical content of the proposal. Download the mandatory word template from the Submission System, fill it in and upload it as a PDF file
- Part C containing additional project data. To be filled in directly online.
- Annexes (*see section 5*). Upload them as PDF file (single or multiple depending on the slots). Excel upload is sometimes possible, depending on the file type.

The proposal must keep to the **page limits** (*see section 5*); excess pages will be disregarded.

Documents must be uploaded to the **right category** in the Submission System otherwise the proposal may be considered incomplete and thus inadmissible.

The proposal must be submitted **before the call deadline** (*see section 4*). After this deadline, the system is closed and proposals can no longer be submitted.

Once the proposal is submitted, you will receive a **confirmation e-mail** (with date and time of your application). If you do not receive this confirmation e-mail, it means your proposal has NOT been submitted. If you believe this is due to a fault in the Submission System, you should immediately file a complaint via the [IT Helpdesk webform](#), explaining the circumstances and attaching a copy of the proposal (and, if possible, screenshots to show what happened).

Details on processes and procedures are described in the [Online Manual](#). The Online Manual also contains the links to FAQs and detailed instructions regarding the Portal Electronic Exchange System.

## **12. Help**

As far as possible, ***please try to find the answers you need yourself***, in this and the other documentation (we have limited resources for handling direct enquiries):

- [Online Manual](#)
- Topic Q&A on the Topic page (for call-specific questions)
- [Portal FAQ](#) (for general questions)
- Specific [FAQ on the Promotion policy](#)

Please also consult the Topic page regularly, since we will use it to publish call updates.

*Contact*

For individual questions on the Portal Submission System, please contact the [IT Helpdesk](#).

Non-IT related questions should be sent to the following email address: [REA-AGRI-GRANTS@ec.europa.eu](mailto:REA-AGRI-GRANTS@ec.europa.eu).

Please indicate clearly the reference of the call and topic to which your question relates (*see cover page*).

## 13. Important



### IMPORTANT

- **Don't wait until the end** — Complete your application sufficiently in advance of the deadline to avoid any last minute **technical problems**. Problems due to last minute submissions (*e.g. congestion, etc*) will be entirely at your risk. Call deadlines can NOT be extended.
- **Consult** the Portal Topic page regularly. We will use it to publish updates and additional information on the call (call and topic updates).
- **Funding & Tenders Portal Electronic Exchange System** — By submitting the application, all participants **accept** to use the electronic exchange system in accordance with the [Portal Terms & Conditions](#).
- **Registration** — Before submitting the application, all beneficiaries and associated partners must be registered in the [Participant Register](#). The participant identification code (PIC) (one per participant) is mandatory for the Application Form.
- **Consortium roles** — When setting up your consortium, you should think of organisations that help you reach objectives and solve problems.

The roles should be attributed according to the level of participation in the project. Main participants should participate as **beneficiaries**; other entities can participate as associated partners, subcontractors, third parties giving in-kind contributions. **Associated partners** and third parties giving in-kind contributions should bear their own costs (they will not become formal recipients of EU funding). **Subcontracting** must be performed by third parties (not by one of the beneficiaries).

- **Coordinator** — In multi-beneficiary grants, the beneficiaries participate as consortium (group of beneficiaries). They will have to choose a coordinator, who will take care of the project management and coordination and will represent the consortium towards the granting authority. In mono-beneficiary grants, the single beneficiary will automatically be coordinator.
- **Associated partners** — Applicants may participate with associated partners (i.e. partner organisations which participate in the action but without the right to get grant money). They participate without funding and therefore do not need to be validated.
- **Consortium agreement** — For practical and legal reasons it is recommended to set up internal arrangements that allow you to deal with exceptional or unforeseen circumstances (in all cases, even if not mandatory under the Grant Agreement). The consortium agreement also gives you the possibility to redistribute the grant money according to your own consortium-internal principles and parameters (for instance, one beneficiary can reattribute its grant money to another beneficiary). The consortium agreement thus allows you to customise the EU grant to the needs inside your consortium and can also help to protect you in case of disputes.

- **Balanced project budget** — Grant applications must ensure a balanced project budget and sufficient other resources to implement the project successfully (*e.g. own contributions, income generated by the action, financial contributions from third parties, etc*). You may be requested to lower your estimated costs, if they are ineligible (including excessive).
- **Completed/ongoing projects** — Proposals for projects that have already been completed will be rejected; proposals for projects that have already started will be assessed on a case-by-case basis (in this case, no costs can be reimbursed for activities that took place before the project starting date/proposal submission).
- **No-profit rule** — Grants may NOT give a profit (i.e. surplus of revenues + EU grant over costs). This will be checked by us at the end of the project.
- **No cumulation of funding/no double funding** — It is strictly prohibited to cumulate funding from the EU budget (except under 'EU Synergies actions'). Outside such Synergies actions, any given action may receive only ONE grant from the EU budget and cost items may under NO circumstances be declared under two EU grants. Projects must be designed as different actions, clearly delineated and separated for each grant (without overlaps).
- **Combination with EU operating grants** — Combination with EU operating grants is possible, if the project remains outside the operating grant work programme and you make sure that cost items are clearly separated in your accounting and NOT declared twice (*see [AGA — Annotated Model Grant Agreement, art 6.2.E](#)*).
- **Multiple proposals** — Applicants may submit more than one proposal for *different* projects under the same call (and be awarded a funding for them).

Organisations may participate in several proposals.

BUT: if there are several proposals for *very similar* projects, only one application will be accepted and evaluated; the applicants will be asked to withdraw one of them (or it will be rejected).

- **Resubmission** — Proposals may be changed and re-submitted until the deadline for submission.
- **Rejection** — By submitting the application, all applicants accept the call conditions set out in this Call document (and the documents it refers to). Proposals that do not comply with all the call conditions will be **rejected**. This applies also to applicants: All applicants need to fulfil the criteria; if any one of them doesn't, they must be replaced or the entire proposal will be rejected.
- **Cancellation** — There may be circumstances which may require the cancellation of the call. In this case, you will be informed via a call or topic update. Please note that cancellations are without entitlement to compensation.
- **Language** — You can submit your proposal in any official EU language. However, for reasons of efficiency, we strongly advise you to use English.

- **Transparency** — In accordance with Article 38 of the [EU Financial Regulation](#), information about EU grants awarded is published each year on the [Europa website](#).

This includes:

- beneficiary names
- beneficiary addresses
- the purpose for which the grant was awarded
- the maximum amount awarded.

The publication can exceptionally be waived (on reasoned and duly substantiated request), if there is a risk that the disclosure could jeopardise your rights and freedoms under the EU Charter of Fundamental Rights or harm your commercial interests.

- **Data protection** — The submission of a proposal under this call involves the collection, use and processing of personal data. This data will be processed in accordance with the applicable legal framework. It will be processed solely for the purpose of evaluating your proposal, subsequent management of your grant and, if needed, programme monitoring, evaluation and communication. Details are explained in the [Funding & Tenders Portal Privacy Statement](#).