

The new promotion policy

Synoptic Presentation

*DG Agriculture and Rural Development
European Commission*

General disclaimer

This synoptic presentation aims at facilitating the reading of the different acts composing the new promotion regime.

It is NOT in any respect a legal interpretation of the applicable legislation.

- Regulation of the European Parliament and the Council (EU) n°1144/2014
- Commission Delegated Regulation (EU) n° 1829/2015
- Commission Implementing Regulation (EU) n° 1831/2015

Increased pressure on the EU agricultural sector

Challenges

Fierce competition against European agricultural products

- Increased liberalisation of trade (FTA's)
- Increased globalisation of the world economy
- Promotion policies of EU competitors
- Abolition of export refunds

Increased cost pressure on EU farming economy

- Gradual increase of agricultural prices/ steep increase of energy and fertiliser prices
- Stricter production standards
- Strengthened requirements related to environment and climate change

Lack of awareness of the qualities of EU agricultural products

- Only 14% of Europeans recognize the PDO/PGI logos

What's new in the reform to meet the objectives?

**Targeted on EU
added value**



**Align with needs of
the sector**



**Greater
effectiveness**

- **Clear priorities** established **annually** - work programme
- Increase the promotion campaigns in **third-country market**
- Enhance the **cooperation between operators** from different MS through **multi programmes**
- **Incentive EU cofinancing** rates

- Enlarge to **new beneficiaries**
- **Wider** list of eligible **products** including processed products
- Recognition of the strategic importance of **brands** and **origin**
- Reactive in case of **crisis**
- **Technical support** services

- **New selection process** with gain in time and evaluation exclusively at Commission level through external experts
- **End-up** of **national cofinancing**
- **Simplification** of administrative procedure for **Multi-programmes : directly managed** by the Commission
- Delegation to an **executive agency** foreseen

Increased expenditure : up to 200M€

Eligible products and schemes



- ✓ All agricultural products covered excluding tobacco
- ✓ Open to certain processed products listed in Annex (beer, chocolate, pasta, sweet corn, cotton...)
- ✓ Spirits with a Protected Geographical Indication

- ✓ Wine:
 - ✓ Simple programmes = Basket approach
 - ✓ Multi programmes = Wine alone possible
 - ✓ On the internal market = Information on quality schemes or responsible consumption

- ✓ Fishery and aquaculture products : Basket approach

- ✓ Schemes : EU quality schemes, organic, RUP, national quality schemes

A wider list of eligible products including processed products.

Consistent with other CAP promotion measures and EU policy on alcohol consumption

Eligible products/ schemes and delegated act

- ✓ Union message
- ✓ In the internal market, for **schemes as referred to in Article 5(4)** of Regulation (EU) No 1144/2014 :
 - ✓ to focus on the(se) scheme(s) in its main Union message
 - ✓ one or several products can illustrate(s) the(se) scheme(s)
 - ✓ products shall appear as a secondary message in relation to the main Union Message

Proposing organisations



- ✓ Trade or inter-trade organisations representative of the sector(s) concerned at MS
- ✓ Trade or inter-trade organisations at EU level
- ✓ Producer organisations
- ✓ Bodies with public service mission in charge of promotion of agricultural products (example: Agence Bio, Chambers of agriculture)

Clarification of the status of beneficiaries

New beneficiaries coherent with Single CMO post 2013

Proposing organisations and delegated act

- ✓ Shall be **representative** of the sector or product concerned
- ✓ Trade or inter-trade organisations:
 - 50% rule;
 - interbranch organisations recognised by the Member State
- ✓ Group – GIs: 50% rule
- ✓ Producer organisations recognised by the Member State
- ✓ Agri-food sector body :
 - representatives of that product(s) or sector among its memberships;
 - exception: programmes carried out after a loss of consumer confidence
- ✓ **<50% : Flexibility** for lower thresholds and specific circumstances justifying treating the PO as being representative
- ✓ **No permanent support** : A proposing organisation shall **not receive support** for information and promotion programmes on the same product or scheme, carried out in the same geographical market on **more than two consecutive occasions**.

EU generic promotion with recognition of the strategic importance of brands and origin (1/2)

VISIBILITY OF BRANDS

- ✓ Each brand equally visible
- ✓ Graphic presentation smaller format than the main European EU message of the campaign
- ✓ In general, several brands displayed

Brands and implementing act

- ✓ Brands : Trade marks
- ✓ Brands can be mentioned only for **certain types of actions** :
 - Demonstrations (incl.fairs, B2B events) & tastings
 - Websites
- ✓ Justification of why the mention of brands is necessary to meet the objectives of the campaign to be done in the application
- ✓ Equal visibility and in a distinct area compared to main EU message
- ✓ Minimum of **5 brands**
- ✓ Maximum of **5% of the total surface area**

- ✓ Conditions to derogate to the minimum number of 5:
 - Less brands produced; and
 - Not possible to build a multi-products or multi-country programme

- ✓ Derogation for national quality schemes registered as trademarks (Flandria, Label Rouge)

Brands : example for poster

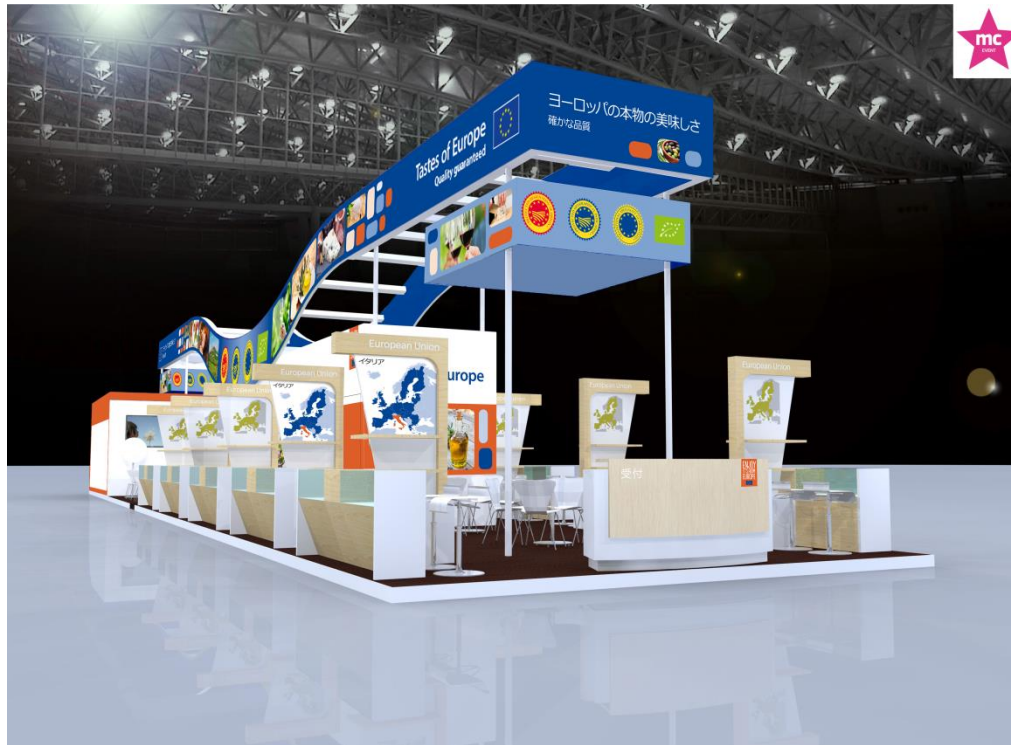
Banner with several brands under the main message



***Only for illustration purpose regarding how brand names can appear.
Any EU co-financed programme shall respect all eligibility conditions of the
promotion policy regulation.***

Brands : example for a stand

Individual but identical corner for each representative of brands
Same size of the names of the brands – under an EU message



***Only for illustration purpose regarding how brands can be showcased.
Any EU co-financed programme shall respect all eligibility conditions of the
promotion policy regulation.***

EU generic promotion with recognition of the strategic importance of brands and origin (2/2)

MENTION OF ORIGIN

- ✓ Internal market : always secondary in relation to the main EU message of the campaign
- ✓ Third country market may be on the same level as the main EU message of the campaign
- ✓ Products recognised under EU quality schemes (PDO, PGI...) : the origin as registered in the denomination may be mentioned without any restriction

Not acceptable: programmes which encourage or give preference to the purchase of domestic products



- Article 34 TFUE
- Case 249/81 Commission v Ireland [1982] ECR 4005

Origin and implementing act

- ✓ The mention of origin shall be limited **to visual supports**
- ✓ Implicit or explicit references
- ✓ Shall not divert or mislead the Union message

- ✓ The mention of origin should be the **national origin or common supra national origin**

- ✓ **EU quality schemes** which refer to origin may mention their specific origin without any restriction
- ✓ **RUP logo** may mention the name of the outermost regions in the related graphic symbols and related visual material
- ✓ **National quality schemes** which refer to origin may mention this origin, provided that:
 - It is secondary in relation to the main Union message of the campaign in the IM,
 - may be on the same level as the main Union message of the campaign in TC

Example Internal Market : PDO/PGI/STG



Discover the ORIGIN

Bourgogne Wines
Parma Ham
Douro Wines,
Parmigiano-
Reggiano Cheese
Porto

ENJOY
IT'S FROM
EUROPE

Campagne financée avec le concours
de l'Union Européenne

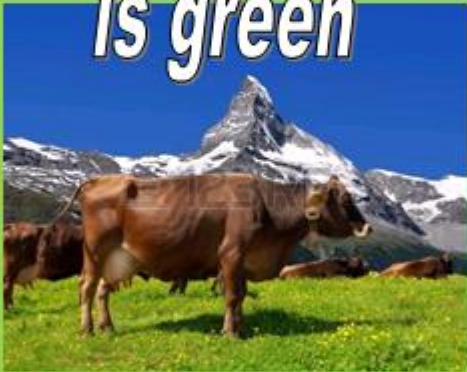
The advertisement features a central image of wine glasses and cheese. It includes the European Union flag, the flags of France, Italy, and Portugal, and a circular logo with the text 'PROTECTED DESIGNATION OF ORIGIN'.

Examples




Origin on Internal market

Origin on third countries

*The European Milk
is green*



The European milk from Italy and Austria



Campagne financée avec le concours
de l'Union Européenne

Le kiwi en Europe c'est possible!!



*La force du Kiwi d'Italie,
de France et d'Espagne*



Campagne financée avec le concours
de l'Union Européenne

Different types of actions

Information and promotion programmes :

- ✓ 1 to 3 years
- ✓ Submitted by proposing organisations (PO)
- ✓ **SIMPLE programmes** : one or more PO from the same MS
- ✓ **MULTI programmes** : several POs from several MS + EU organisations

Commission initiatives :

- ✓ Information and promotion measures :
 - ❖ High-level missions
 - ❖ Participation in trade fairs
 - ❖ Own campaigns
- ✓ Technical support services

Simple programmes and delegated act

- ✓ Be of significant scale

- ✓ In the **Internal Market** shall be implemented :
 - in at least **2 Member States**, or
 - in 1 Member State if not the one of origin of the proposing organisation(s)

- ✓ This requirement does **NOT apply for programmes**:
 - on **Union quality schemes** (points a, b, c of article 5,4)
 - relaying a message/ **proper dietary practices** (EC white paper COM(2007)279)

Implementation of the simple programmes and delegated and implementing acts

- ✓ Implementation through an implementing body
- ✓ Selection of the implementing body through a competitive procedure:
 - ✓ ensuring best value for money
 - ✓ Body governed by public law : Directive 2014/24/EU on public procurement
- ✓ Selection before the signature of the contract
- ✓ A PO may implement certain parts of the programme itself, subject to the following conditions:
 - ✓ the PO has at least three years' experience of implementing promotion measures;
 - ✓ the PO ensures that the cost of the measure which it plans to carry out itself is not in excess of the normal market rates.

New technical support services offered by the Commission

As example :

- ✓ Help proposing organisations to design their programmes and implement them in an effective manner
- ✓ Create a platform for exchanges – generate contacts between proposing organisations (e.g. interest in carrying out a multi programme)
- ✓ Organising trainings, conferences to exchange views and methodology
- ✓ Help operators to develop their export activities

Cofinancing rates

- ✓ ~~National cofinancing~~
- ✓ **EU cofinancing rates :**



| | Type of programmes | |
|--|--------------------|------------|
| | Simple | Multi |
| Internal market | 70% | 80% |
| External market | 80% | 80% |
| In case of serious market disturbance/ loss of consumer confidence | 85% | 85% |

+ 5% for MS under financial assistance

New selection procedures

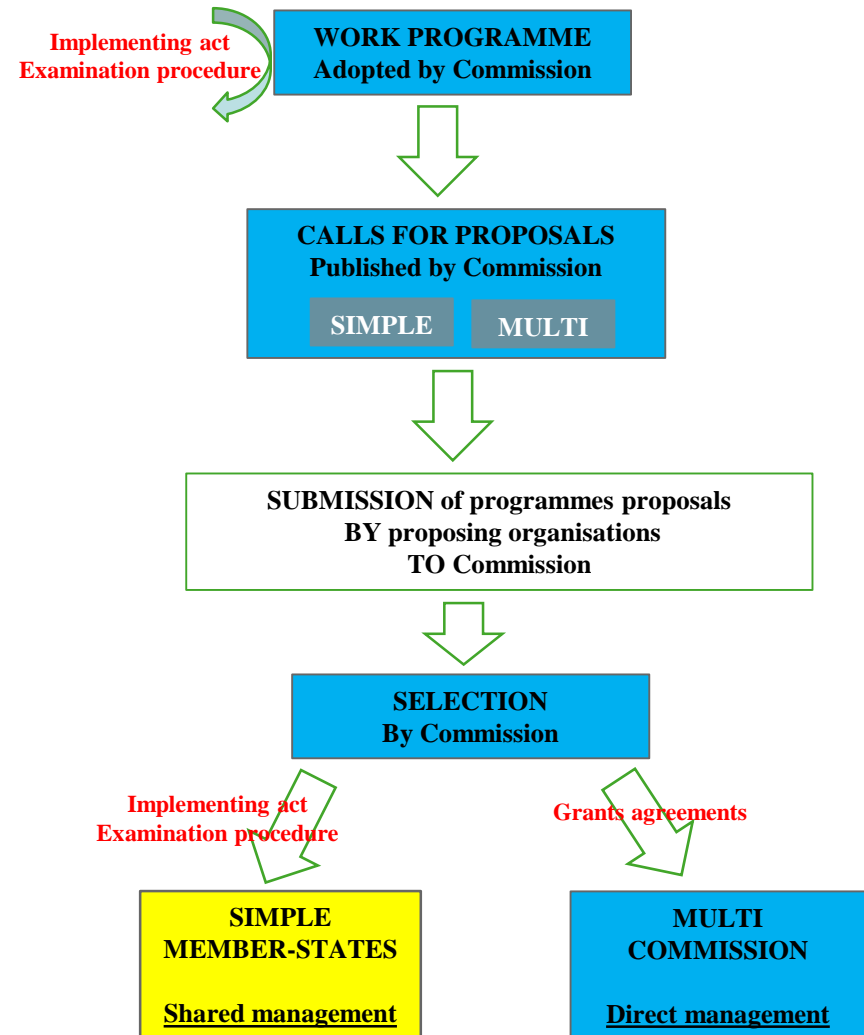
- ✓ Programme directly submitted to European Commission



No national cofinancing anymore

- ✓ 1 selection per year based on priorities established in annual work programme

- ✓ Implementation adapted to the specificities of simple-multi programmes



Management of the programme and delegated and implementing acts

Goal of simplification

- Multi programmes directly managed by the Commission
- Simplified implementing rules for simple programmes :
 - No performance security anymore
 - Control of visuals within the periodic technical report accompanying each payment request and not via an ex-ante approval by the MS
 - Flexibility with regard to the start of the implementation of the programme i.e. up to 6 mths after conclusion of the contract
 - Advance : 20% of the total EU contribution for the programme
 - Security for advance payment limited to 100%
 - Audit Certificate on the financial statements if more than 325,000 EURO
 - Costs of the securities and audit certificate are to be eligible
 - Interim payments paid on top of the advance (limited to 90% of the EU contribution)

Better assessment of the impact

- Tool kit of indicators
- Standardisation of the reporting

Delegation to an Executive Agency

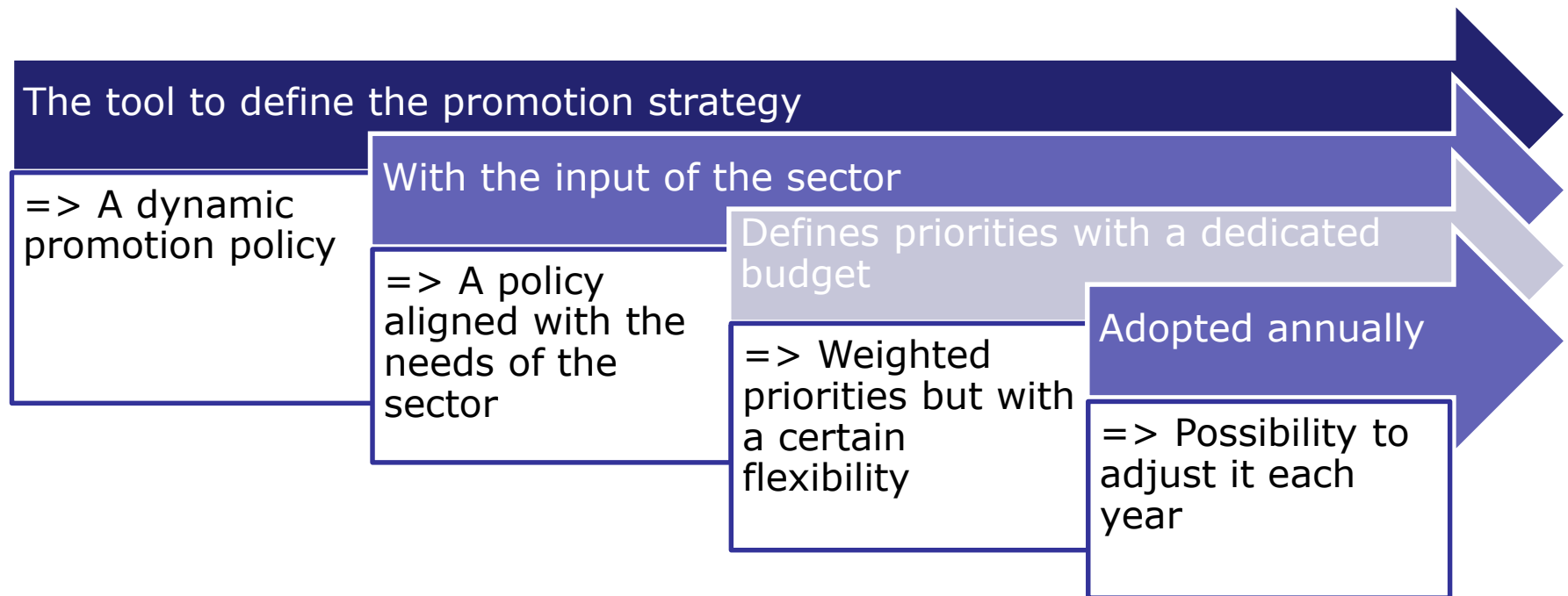
Which executive agency ?

- ✓ Delegation foreseen to Consumers, Health, Agriculture And Food Executive Agency (CHAFAEA) –see Decision 2014/927/EU-
- ✓ Based in Luxemburg

Why an executive agency ?

- ✓ Experience and specialisation in project management
- ✓ Improved service delivery
- ✓ Cost efficiency
- ✓ Increase the EU's visibility

What is 'Annual work programme' ?



How did we draft the AWP 2018?

- The objectives of the Regulation itself: (i) increase the number of activities aimed at third countries where there is the highest potential of growth and (ii) in the internal market, inform consumers about the high standards of EU products, notably the EU quality logos
- For third countries, a macro-economic analysis on projected increase in imports for a selection of products suitable for inclusion in promotion programmes on existing or emerging markets, peered with imports' growth potential, as well as a policy evaluation on FTAs or expected removal of SPS barriers
- Member States contributions (MANCOM)
- Contributions from stakeholders, consulted through the Civil Dialogue Group on Quality and Promotion
- Experience from the first years of implementation of reformed promotion policy

Structure of 2018 AWP

Annex I

1- GRANTS – co-financing of programmes: 179,1 M€

2- PROCUREMENT – measures on the initiative of the Commission: 9,5 M€

Annex II

Criteria (eligibility/exclusion/selection/award) for financial contribution to simple programmes

Annex III

Criteria (eligibility/exclusion selection/award) for financial contribution to multi programmes

AWP 2018: priorities and budget allocations

| SIMPLE PROGRAMMES | % | Mio EUR |
|--|-------------|----------------|
| SIMPLE PROGRAMMES in Internal Market | 20% | 20 |
| TOPIC 1. Programmes on EU Quality Schemes | 55% | 11 |
| TOPIC 2. Programmes highlighting the specific features of agricultural methods in the Union and the characteristics of EU agrifood products | 35% | 7 |
| TOPIC 3. Programmes on sustainable sheep/goat meat | 10% | 2 |
| SIMPLE PROGRAMMES in Third Countries | 75% | 75 |
| TOPIC 4. China, Japan, South Korea, Taiwan, South East Asia, Southern Asia | 35% | 26,25 |
| TOPIC 5. Canada, USA, Mexico, Columbia | 30% | 22,5 |
| TOPIC 6. Other geographical areas | 35% | 26,25 |
| Market disturbance/additional call for proposals | 5% | 5 |
| Total SIMPLE | 100% | 100 |
| MULTI PROGRAMMES | % | Mio EUR |
| MULTI PROGRAMMES in Internal Market | | |
| TOPIC A. Programmes on sustainable sheep/goats meat | 5% | 4 |
| TOPIC B. Programmes to increase the consumption of fruits and vegetables in the frame of proper dietary practices | 10% | 8 |
| TOPIC C. Programmes highlighting the specific features of agricultural methods in the Union and the characteristics of EU agrifood products or on EU Quality Schemes | 38% | 30 |
| Multi programmes in Third countries | | |
| TOPIC D. Programmes highlighting the specific highlighting the specific features of agricultural methods in the Union and the characteristics of EU agrifood products or on EU Quality Schemes | 41% | 32,1 |
| Market disturbance/additional call for proposals | 6% | 5 |
| Total MULTI | 100 | 79,1 |
| TOTAL SIMPLE and MULTI PROGRAMMES | | 179,1 |
| Commission own initiatives | | 9.5 |
| TOTAL PROMOTION | | 188,6 |

The priorities of the Annual Work Programme for 2018

- **Continuity with AWP 2017**
- **Novelties:**
 - Increased budget for multi programmes
 - Earmarked enveloppes for sustainable sheep/goat meat in the internal market
 - Earmarked enveloppe to promote healthy eating and increase the consumption of fruits and vegetables in the internal market
 - Additional multi call in case of market disturbance

Calls for proposals 2018

- 2 calls published in OJEU:
 - simple and
 - multi programmes
- Available in all EU official languages
- Online submission of proposals
- Submission deadline: 12 April 2018, 17:00 CET

Timetable simple programmes

| | Stages/Deadlines | Date and time or indicative period |
|----|--|------------------------------------|
| a) | Publication of the call for proposals | 10/01/2018 |
| b) | Deadline to submit non-IT related questions | 29/03/2018 17:00 CET |
| c) | Deadline to reply to non-IT related questions | 05/04/2018 17:00 CET |
| d) | Deadline for submitting applications | 12/04/2018 17:00 CET |
| e) | Evaluation period | April- August 2018 |
| f) | Decision by the Commission | October 2018 |
| g) | Information to applicants by the Member States | October 2018 |
| h) | Grant adaptation phase | October 2018-January 2019 |
| i) | Signature of the grant agreement between Member States and the beneficiaries | < January 2019 |
| j) | Starting date of the action | > 01/01/2019 |

Timetable multi programmes

| | Stages/Deadlines | Date and time or indicative period |
|----|---|------------------------------------|
| a) | Publication of the call for proposals | 10/01/2018 |
| b) | Deadline to submit non-IT related questions | 29/03/2018 17:00 CET |
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| h) | Signature of the grant agreement | < January 2019 |
| i) | Starting date of the action | >01/01/2019 |

2018 calls - where to find information? Useful links

- Chafea website:
<http://ec.europa.eu/chafea/index.html> AND
agripromotion.eu
- Participant Portal:
[Calls - Research Participant Portal](#)

Guidance available to applicants

- Guide for applicants (how to use the IT tool, proposal template, detailed award criteria)
- Frequently asked questions (FAQ)
- Participant portal: FAQ on submission tool, IT helpdesk
- Simple programmes: competent national authorities
- Webinars
- Chafea helpdesk

Eligible applicants (section 6.1 of the Calls)

<https://webgate.ec.europa.eu/multisite/chafea/funding-opportunities/eligibility>

| SIMPLE | MULTI |
|--|--|
| <p>Organisations as referred to in Article 7(1) of Regulation (EU) No 1144/2014</p> <p>Representative of the sector or product concerned – Art. 1(1) or (2) of reg. 2015/1829</p> <p>Proposals can be submitted by one or more of the proposing organisations listed in Article 7(1)(a), (c) or (d) <u>from the same Member State.</u></p> <p>Only applications from entities established in EU Member States are eligible.</p> | <p>Organisations as referred to in Article 7(1) of Regulation (EU) No 1144/2014</p> <p>Representative of the sector or product concerned – Art. 1(1) or (2) of reg. 2015/1829</p> <p>At least two organisations referred to in points (a), (c) or (d) of Article 7(1), <u>from at least two Member States</u> OR <u>One or more Union organisations referred to in point (b) of Article 7(1)</u></p> <p>Only applications from entities established in EU Member States are eligible.</p> |

Eligible activities (section 6.2 of the call)

- Proposals must fall within the chosen priority topic of the call
- Proposals can only cover products and schemes listed in Article 5 of Regulation (EU) No 1144/2014
- Proposals must have a Union dimension
- Simple programmes:
 - Programme has to be implemented in a Member State other than that of the applicant (exception – campaigns on Union quality schemes or proper dietary practices)
 - Obligation to implement programme through implementing bodies (competitive selection procedure)
 - If part implemented by the proposing org., costs not in excess of normal market rates, min. 3 year experience implementing similar measures
- Messages conveying information on impact on health – conditions stipulated in reg. 2015/1831
- Mentioning of origin and brands – conditions stipulated in reg. 2015/1831

Eligible activities (section 6.2 of the call) cont.

Indicative list:

- Management of project
- Public relations (PR activities, Press events)
- Website, social media (Website setup, updating, maintenance, Social media accounts setup, regular posting, Other - mobile apps, e-learning platforms, webinars, etc.-)
- Advertising (Print, TV, Radio, Online, Outdoor, Cinema)
- Communication tools (Publications, media kits, promotional merchandise, Promotional videos)
- 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)
- Point-of-sale (POS) promotion (Tasting days, Other: promotion in retailers' publications, POS advertising)

Exclusion criteria (section 7 of the call)

- the economic operator is bankrupt;
- it has been established by a final judgment or a final administrative decision that the economic operator is in breach of its obligations relating to the payment of taxes or social security;
- it has been established by a final judgment or a final administrative decision that the economic operator is guilty of grave professional misconduct;
- applicant has shown significant deficiencies in complying with main obligations in the performance of a contract financed by the EU budget;
- other situations.

Selection criteria (section 8 of the call)

➤ Financial capacity

- Applicants must have stable and sufficient sources of funding to maintain their activity throughout the period of implementation of the action and to participate in its funding;
- The check is not performed for public bodies and for applicants requesting a grant lower than 60.000 EUR;
- Applicants requesting a grant above 750.000 EUR: audit report produced by an approved external auditor certifying the accounts for the last financial year available;
- Supporting documents: annual accounts, financial viability form
- Self check on :
<https://ec.europa.eu/research/participants/portal/desktop/en/organisations/lfv.html>

Selection criteria (section 8 of the call) cont.

➤ **Operational capacity**

- Applicants must have the professional competencies and qualifications required to complete the action
- SIMPLE programmes: if the applicant implements part of the action, min. 3-year experience in implementing similar measures
- Supporting documents: general profiles of core team, activity report

Award criteria (section 9 of the call)

1- Union dimension:

- a) Relevance of proposed information and promotion measures to the general and specific objectives listed in Article 2 of Regulation (EU) No 1144/2014, aims listed in Article 3 of that Regulation, as well as to priorities, objectives and expected results announced under the relevant thematic priority
- b) Union message of the campaign
- c) Impact of project at Union level

2- Quality of the technical proposal

- a) Quality and relevance of the market analysis
- b) Coherence of the programme strategy, objectives, and key messages;
- c) Suitable choice of activities with respect to objectives and programme strategy, adequate communication mix, synergy between the activities;
- d) Concise description of activities and deliverables;
- e) Quality of the proposed evaluation methods and indicators.

Award criteria (section 9 of the call) cont.

3- Quality of the project management

- a) Project organisation and management structure;
- b) Quality control mechanisms and risk management.

4- Budget and cost-effectiveness

- a) Justification of the overall level of investment
- b) Suitable allocation of budget in relation to the objectives and scope of the activities;
- c) Clear description of the estimated costs and accuracy of the budget
- c) Consistency between the estimated costs and deliverables;
- d) Realistic estimation of costs of project coordination and of activities implemented by the proposing organisation, including number and rate of person/days

Award criteria – quality thresholds

| Criteria | Maximum Points | Threshold |
|--------------------------------------|----------------|-----------|
| 1. Union dimension | 20 | 14 |
| 2. Quality of the technical proposal | 40 | 24 |
| 3. Quality of the project management | 10 | 6 |
| 4. Budget and cost-effectiveness | 30 | 18 |
| TOTAL | 100 | 62 |

Evaluation

- Ranked list established for each topic indicated in the call
- Proposals will be ranked according to the number of points they receive based on the evaluation against the award criteria and sorted in descending order of points
- Proposals which receive the number of points above the threshold for quality for each award criterion will be accepted up to the limit of the available budget. The highest ranked of the remaining successful proposals will be put on a reserve list (and could be funded in case additional budget becomes available), the others will be rejected
- Proposals which do not fulfil the eligibility, selection or exclusion criteria, or which do not reach the threshold for quality (for one or several of the award criteria) will be rejected

Languages regime : documents

- call text: all official languages
- guide for applicants and templates:
 - simple programmes – all official languages
 - multi programmes – English only

* - list of MS which accept to sign grant agreements based on proposals drafted in English is available at http://ec.europa.eu/agriculture/promotion/member-states/national-competent-authorities/competent-authorities_en.pdf

Languages for submission

| | | |
|--|--|--|
| <p>in any of the official languages of the European Union BUT applicants are encouraged to submit their proposal</p> | | |
| MULTI | in English | |
| SIMPLE | in the language of the Member State | in English if the Member State concerned has indicated its agreement to sign the grant agreement with the programme annexed in English (*): <i>-to date-</i> BE, CZ, DK, EL, FI, HR, HU, IE, CY, LT, LU, MT, AT(only for wine), SE, PT |
| In all cases | With an English translation of the technical part (part B) | |

(*) list and update at http://ec.europa.eu/agriculture/promotion/member-states/national-competent-authorities/competent-authorities_en.pdf

After submission

- Chafea to contact applicants only to clarify issues regarding eligibility or to request other clarifications
- Research Executive Agency (REA) will contact successful applicants on the ranked list of multi programmes in relation to validation of their legal entity as well as their financial capacity
- Information to applicants: outcome of evaluation including evaluation summary report
- Successful applicants will be invited to make non-substantial adjustments to the proposal, based on the comments of the evaluation committee

Outcome of 2017 calls for proposals

Statistics available at:

<https://ec.europa.eu/chafea/agri/news/commission-decision-simple-programmes-2017>

Outcome of the evaluation for simple programmes:

| Status of proposal | n° of proposals | Share of all proposals |
|----------------------------|-----------------|------------------------|
| Accepted | 52 | 28% |
| Reserve list | 9 | 5% |
| Rejected - below threshold | 101 | 53% |
| Ineligible/inadmissible | 27 | 14% |
| TOTAL | 189 | 100% |

Outcome of the evaluation for multi programmes:

| Status of proposal | MULTI call | |
|----------------------------|------------|-------------|
| | n° | % |
| Accepted | 9 | 26% |
| Reserve list | 8 | 23% |
| Rejected - below threshold | 9 | 26% |
| Ineligible | 9 | 26% |
| TOTAL | 35 | 100% |

Lessons learned from 2017 calls

- Competition (and therefore probability of getting EU funding) depends on the topic chosen; for some topics, there is a 1:10 ratio of retained proposals
- The number of ineligible proposals has decreased in comparison to 2016
- Eligibility and representativeness conditions still seem difficult to grasp and should be given additional attention

Reasons for rejection: eligibility and admissibility

- Inadmissible: mandatory annexes and supporting documents not submitted, proposal sent by email after the deadline
- Out of scope: e.g. project not promoting an eligible product or scheme
- Ineligible applicants: applicant organization not eligible or not representative of the product/sector promoted, private companies acting as co-applicants, non-EU applicants

Reasons for rejection – quality of proposals

| Award criterion | N° of proposals below threshold |
|-----------------------------------|--|
| Contribution to policy objectives | 14 |
| Technical quality | 67 |
| Management quality | 54 |
| Cost-effectiveness | 98 |

Quality of proposals – weak points

- Programme objectives are not well defined
- Activities and deliverables are not well defined
- Union message is lacking
- Organisation and risk management are not described
- Evaluation methodology is absent
- Poor cost effectiveness

Reasons for rejection: quality of proposals

Common mistakes: see list on [Chafea website](#)

Re submitted proposals do not take into account comments provided by evaluators in 2016

Additional issues:

Large amounts of product samples and large budgets dedicated to their purchase

Several applicants have declared that their proposal was promoting a national quality scheme, but were in reality promoting collective trademarks not registered as national quality schemes

Final advice

- Read carefully the call text, FAQ, and the relevant regulations: Is my organisation eligible? Does my proposal correspond to the topic objectives? Is it compliant with all call conditions?
- Follow the instructions provided in the Guide for applicants
- Pay attention to “Award criteria”
- Do not wait until the last minute to submit your proposal



Chafea helpdesk

[Email: chafea-agri-calls@ec.europa.eu](mailto:chafea-agri-calls@ec.europa.eu)

Lastly, enjoy it's from Europe!

The signature for EU co-funded campaigns

