

ANNEX I

**Work Programme for 2021
in the framework of**

**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**

1.1. Introduction

On the basis of the objectives set out in Regulation (EU) No 1144/2014, this work programme contains the actions to be financed with the following breakdown for year 2021:

- (a) for grants (implemented under direct management and shared management, point 1.2. below): EUR 173 400 000;
- (b) for procurement (implemented under direct management, point 1.3. below): EUR 9 500 000.

1.2. Grants

Legal basis:

Regulation (EU) No 1144/2014

Budget Lines:

Information provision and promotion programmes may consist of ‘simple’ programmes or ‘multi’ programmes. Simple programmes are programmes submitted by one or more proposing organisations which are all from the same Member State. Multi programmes are programmes submitted by at least two proposing organisations which are from at least two Member States or one or more Union organisations.

Simple and multi programmes have different management modes, different financing modes and are included in two different budget lines:

08.02.03.02: for simple programmes

08.02.03.03: for multi programmes

Description of the activities to be funded under the call for proposals

Information and promotion programmes shall consist of a coherent set of operations and shall be implemented over a period of at least one year but not more than three years. They shall in particular consist of promotional activities and information campaigns, notably taking the form of public relations, advertising, points of sales activities, participation in events and fairs of national, European and international importance, social media activities, online promotion campaigns, etc.

Implementation

The present work programme shall be implemented, for simple and multi programmes, through the publication of two calls for proposals organised, launched and managed by the executive agency to which this task has been delegated by DG AGRI.

Proposals for simple and multi programmes shall be evaluated on the basis of the criteria laid down in Annex II and Annex III, respectively.

Afterwards, the financing of simple programmes shall be implemented by the Member States and multi programmes by the executive agency to which this task has been delegated by DG AGRI.

Maximum rates of Union financing of the eligible costs

(a) Simple programmes

The Union financial contribution to simple programmes in the internal market shall be 70% of the eligible expenditure. For proposing organisations established in Member States in receipt of financial assistance in accordance with Articles 136 and 143 TFEU on or after 1 January 2014, the percentage shall be 75% for programmes decided upon by the Commission before the date from which the Member State concerned no longer receives such financial assistance.

The Union financial contribution to simple programmes implemented in third countries shall be 80% of the eligible expenditure. For proposing organisations established in Member States in receipt of financial assistance in accordance with Articles 136 and 143 TFEU on or after 1 January 2014, the percentage shall be 85% for programmes decided upon by the Commission before the date from which the Member State concerned no longer receives such financial assistance.

(b) Multi programmes

The Union financial contribution to multi programmes shall be 80 % of the eligible expenditure. For proposing organisations established in Member States in receipt of financial assistance in accordance with Articles 136 and 143 TFEU on or after 1 January 2014, the percentage shall be 85% for programmes decided upon by the Commission before the date from which the Member State concerned no longer receives such financial assistance.

(c) Special co-financing rate to simple and multi programmes

The Union financial contribution to simple and multi programmes shall be 85% of the eligible expenditure in the event of serious market disturbance, loss of consumer confidence or other specific problems. For proposing organisations established in Member States in receipt of financial assistance in accordance with Articles 136 and 143 TFEU on or after 1 January 2014, the percentage shall be 90% for programmes decided upon by the Commission before the date from which the Member State concerned no longer receives such financial assistance.

Indicative timetable and indicative amount of the calls for proposals

Calls for proposals for the co-financing of the implementation of information provision and promotion programmes in the internal market and in third countries i.e. actions under thematic priorities 1, 2, 3 and 4 referred to in point 1.2.1 shall be launched before the end of January 2021. If necessary, additional calls for proposals could be published in the case of market disturbance, loss of consumer confidence or other specific problems, as referred to in point 1.2.2 and 1.2.3, as soon as possible after the beginning of that market disturbance.

The overall amount for information provision and promotion programmes to be awarded in 2021 amounts to EUR 173 400 000. This amount is split between:

(a) simple programmes: EUR 86 000 000;

(b) multi programmes: EUR 87 400 000.

The allocation for the simple programmes under shared management establishes the maximum amount that could be granted when selecting these programmes in 2021. Given the fact that appropriations for simple programmes are non-differentiated and implemented over several years, that amount shall not necessarily correspond to the commitment appropriations entered in the general budget of the Union for 2021.

1.2.1. Actions for proposal for simple and multi programmes, in the internal market and in third countries

Background

The Commission is aiming at a balanced work programme, taking into account the relevant EU regulations and policy objectives, the current trade situation and macro-economic perspectives of the agricultural markets, the observations received from stakeholders (consulted via the Civil Dialogue Group on Quality and Promotion) and Member States (consulted via the Committee for the Common Organisation of Agricultural Markets – Promotion), and the results of the previous calls.

Moreover, the 2021 annual work programme contributes to the realisation of the political priorities of the European Commission for 2019-2024, in particular the European green deal and the farm to fork strategy¹.

The farm to fork strategy aims to accelerate our transition to a sustainable food system that should (a) have a neutral or positive environmental impact, (b) help to mitigate climate change and adapt to its impacts, (c) reverse the loss of biodiversity, (d) ensure food security, nutrition and public health, making sure that everyone has access to sufficient, safe, nutritious, sustainable food and (e) preserve affordability of food while generating fairer economic returns, fostering competitiveness of the EU supply sector and promoting fair trade. Even though the EU's transition to sustainable food systems has started in many areas, food systems remain one of the key drivers of climate change and environmental degradation. There is an urgent need to reduce dependency on pesticides and antimicrobials, reduce excess fertilisation, increase organic farming, improve animal welfare, and reverse biodiversity loss. The annual work programme's orientation should therefore include topics that highlight and favour products complying with these objectives.

By ring-fencing half of the annual work programme's budget on promoting organic products, on highlighting the environmental sustainability of Union agriculture and on promoting the consumption of fruit and vegetables in the context of balanced, healthy diets, the promotion policy will significantly contribute to the objective of increasing sustainable production and consumption of agricultural products.

In addition, to encourage proposing organisations to put forward promotion programmes that support the objectives of the climate and environmental ambition of the CAP, the European Green Deal and the farm to fork strategy to promote sustainable agricultural production methods, the award criteria of the 2021 annual work programme will include, under 'relevance', a new sub-criterion, namely "contribution of the proposed information provision and promotion project in respect of the objectives of the climate and environmental ambition of the CAP, the Green Deal and Farm to Fork strategies, in particular on sustainability of

¹ <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:52020DC0381>

production and consumption”, using as a reference the Food and Agriculture Organization of the United Nations (FAO)’s definition of sustainable agriculture².

The work programme also takes into account the important role of promotion policy to support the sustainable recovery of the EU agri-food sector in a challenging economic context.

The 2021 annual work programme will also cover the following objectives of Regulation (EU) No 1144/2014:

- to aim activities at third countries where there is the highest potential of growth, hence a significant share of the budget should be allocated to third countries;
- on the internal market, to inform consumers about EU quality schemes.

Geographic priorities

Third country markets offer major growth potential. In order to define priorities for third markets, the Commission's services made a macro-economic analysis on projected increase in imports for a selection of products on existing or emerging markets, peered with imports' growth potential. The macro-economic results were crossed with a policy evaluation on free trade agreements and expected removal of sanitary and phytosanitary barriers.

According to this analysis, the most encouraging markets identified include:

- China and South East Asia; these markets continue to be attractive markets with promising prospects for increasing imports of EU agricultural products due to continued GDP growth, population growth and past as well as forecasted growth of imports of agri-food products. China and the South East Asia region make up a large share of world imports of agri-food products, which further underlines their importance as a key destination for promotion actions supporting exports of EU agricultural products.

Japan and South Korea; these markets remain relevant established markets, in particular for high value EU agricultural products including those products that benefit from a protected designation of origin (PDO) or a protected geographical indication (PGI).

Singapore and Vietnam; these markets present significant export opportunities for EU producers, and they have been further enhanced by the recent entry into force of the EU-Singapore and EU-Vietnam free trade agreements (FTAs). The EU-Singapore FTA entered into force on 21 November 2019. Singapore is a prime location for agri-food trade, both in Asia and worldwide. It has a key position in global value chains and is an active member of the Association of Southeast Asian Nations (ASEAN). The FTA with Vietnam which entered into force on 1 August 2020 will contribute to further strengthening the EU economic presence in the region.

- North America; this region absorbs the largest share of agricultural exports from the EU and remains an attractive established market for EU agri-food products. The EU-Canada Comprehensive Economic and Trade Agreement (CETA) and the ongoing

² Food and Agriculture Organization of the United Nations (FAO), Sustainability Assessment of Food and Agriculture systems (SAFA) <http://www.fao.org/nr/sustainability/sustainability-assessments-safa/en/>, definitions <http://www.fao.org/3/ai388e/AI388E05.htm>.

work towards the modernisation of the EU-Mexico Global Agreement constitute additional arguments in favour of these markets. Despite the imposition of increased tariffs on certain agri-food products, the US market remains attractive as it is a large market with substantial interest of consumers in EU products.

- Other geographical areas with identified potential for specific products:

The United Kingdom: the UK is currently the destination of 25% of EU27 exports and is a key market for EU27 exports of beef, poultry, rice, fruits and vegetables, olive oil, wine and spirits.

Central and South American countries do not currently show the greatest growth potential but may be attractive for specific EU agri-food products and in order to diversify markets. The opportunities provided by the EU-Mercosur trade agreement will provide to the EU the considerable advantage of being the first large preferential trade partner entering that market.

The country grouping of Eastern Europe and Central Asia is also not in the strongest growth category and exports to Russia continue to face restrictions due to the import embargo on a number of EU agri-food products which has been extended until the end of 2020. Despite the embargo, Russia remains the 5th largest EU export destination and countries from the region provide opportunities for exports of specific EU agri-food products.

Since negotiations for free trade agreements with New Zealand and Australia were launched in June 2018, EU exporters may anticipate new market opportunities for in these markets. In the past, this region has been under-represented with regard to the share of promotion programmes implemented.

The Near and Middle East are displaying moderate GDP growth rates but the region remains a destination with significant potential for specific products. The region has also emerged as an alternative destination for EU agri-food products when the Russian ban affected export opportunities for EU exporters. The emerging importance of the region as a destination for certain EU agri-food products could be further built on in the future.

As regards multi-programmes, no geographical priorities are proposed for promotion programmes in third countries. Applicants are nevertheless encouraged to pay attention to the most promising geographical markets identified above.

Sectorial suggestions

In terms of products, it is proposed to allocate a certain share of the promotion budget to sectors where there is a particular interest in helping producers and exporters to consolidate or develop demand and new markets.

The farm to fork strategy³ set the target of 25% utilised agricultural area under organic farming by 2030. Currently, 8% of agricultural area in the EU is under organic farming.

³ <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:52020DC0381>

Promotion should support the objectives of the Commission’s farm-to-fork strategy by stimulating demand for organic products in the internal market and in third countries.

Increasing the sustainability of food production is one of the key elements of the farm to fork strategy that calls for the promotion policy to enhance its contribution to sustainable production and consumption.

The fruits and vegetables sector is facing persisting challenges such as declining consumption and exports (e.g. Russian embargo, market access difficulties mostly due to tariff and non-tariff barriers) as well as a structurally weak bargaining position vis-à-vis large-scale retail and processors. Consumption of fruit and vegetables in the EU has declined in recent years and now stands below the recommendations of the World Health Organisation. Promoting the consumption of fruit and vegetables in the frame of healthy dietary practices is therefore justified. Moreover, this would be in line with the Communication on the Future of Food and Farming⁴ and Tartu call for a healthy lifestyle⁵.

1.2.1.1. Actions under thematic priority 1: **simple** programmes in the **internal market**

Type of actions: Grants following a call for proposals

Topics	Total amount foreseen	Priorities of the year, objectives pursued and expected results
<p><u>AGRIP-SIMPLE-2021-IM-EU QS</u></p> <p>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</p>	<p>EUR 5 000 000</p>	<p>The objective is to increase the awareness and recognition of the Union quality schemes, namely:</p> <p>(a) quality schemes: protected designation of origin (PDO), protected geographical indication (PGI), traditional specialty guaranteed (TSG) and optional quality terms;</p> <p>(b) the logo for quality agricultural products specific to the outermost regions of the Union.</p> <p>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.</p>

⁴ <https://eur-lex.europa.eu/legal-content/EN/TXT/?qid=1519209744621&uri=CELEX:52017DC0713>

⁵ https://ec.europa.eu/sport/sites/sport/files/ewos-tartu-call_en.pdf
https://ec.europa.eu/sport/news/commission-strengthens-internal-cooperation-promotion-healthy-lifestyles_en

Topics	Total amount foreseen	Priorities of the year, objectives pursued and expected results
		<p>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. According to special Eurobarometer (No 504), only 14% of Europeans consumers recognize the logos of products that benefit from a protected designation of origin (PDO), 20% recognise a protected geographical indication (PGI), and 14% recognise a traditional specialty guaranteed, these being the main Union quality schemes.</p> <p>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.</p>
<p><u>AGRIP-SIMPLE-2021-IM-ORGANIC</u></p> <p>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</p>	<p>EUR 6 000 000</p>	<p>The objective is to increase the awareness and recognition of the Union quality scheme on organic production.</p> <p>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 benefits they generate, achieve added value for the products concerned and enhance their market opportunities.</p> <p>One of the expected results is to further increase the levels of recognition of the EU organic logo by the European consumers. According to special Eurobarometer (No 504), the awareness of the organic farming logo has increased by 29 percentage points since 2017 with 56% of</p>

Topics	Total amount foreseen	Priorities of the year, objectives pursued and expected results
		<p>European consumers who recognize the EU logo of organic farming.</p> <p>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.</p>
<p><u>AGRIP-SIMPLE-2021-IM-SUSTAINABLE</u></p> <p>Programmes increasing the awareness of Union sustainable agriculture and the role of the agri-food sector for climate action and the environment</p>	<p><u>EUR 6 000 000</u></p>	<p>Actions should highlight the sustainability of Union Agriculture, stressing its beneficial role for climate action and the environment. Actions should address how the product(s) promoted and its/their production method(s) contribute to:</p> <p>(a) climate change mitigation (e.g. reduction in greenhouse gas emissions) and/or adaptation (e.g. water savings, climate-resistant crops and crop varieties) and</p> <p>(b) at least one of the following:</p> <p>(i) biodiversity conservation and sustainable use of natural resources (e.g. wildlife, landscape, genetic resources);</p> <p>(ii) sustainable water management (e.g. water use efficiency, reduction of nutrients or pesticides load);</p> <p>(iii) sustainable soil management (e.g. erosion control; nutrient balance; prevention of acidification, salinization, reduction of pesticides);</p> <p>(iv) sustainable, carbon-efficient methods of livestock production.</p> <p>v) reduction of use of antimicrobials</p> <p>(vi) reduction of food loss and food waste</p> <p>(vii) sustainable consumption</p> <p>(viii) animal welfare</p>

Topics	Total amount foreseen	Priorities of the year, objectives pursued and expected results
<p><u>AGRIP-SIMPLE-2021-IM-PROPER DIET</u></p> <p>Information provision and promotion programmes aiming at increasing the consumption of fresh fruit and vegetables in the internal market in the context of balanced and proper dietary practices*.</p> <p>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.</p>	<p>EUR 9 100 000</p>	<p>The Commission is committed to promote proper dietary practices, in line with the European Commission's white paper on a strategy on nutrition, overweight, and obesity related health issues⁶. 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; the place of fruit and vegetables in the food pyramid, beneficial impact on health, etc.</p> <p>The objective is to increase the consumption of EU fresh fruit and vegetables by informing consumers about balanced and proper dietary practices.</p> <p>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.</p>
<p><u>AGRIP-SIMPLE-2021-IM-CHARACTERISTICS</u></p> <p>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</p>	<p>EUR 6 000 000</p>	<p>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, labeling, nutritional and health aspects (including proper dietary practices and responsible consumption of eligible alcoholic beverages), animal welfare, respect for the environment and sustainability (including climate benefits), and the characteristics of agricultural and food products, particularly in terms of their quality, taste, diversity or traditions.</p> <p>The expected ultimate impact is to increase the awareness of the merits of Union agricultural products by the European consumers and to enhance</p>

⁶ COM(2007) 279 final, 30.5.2007.

Topics	Total amount foreseen	Priorities of the year, objectives pursued and expected results
		the competitiveness and consumption of Union agri-food products, raise their profile and increase their market share.

* 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)).

1.2.1.2. Actions under thematic priority 2: **simple programmes in third countries**⁷

Simple programmes in third countries may consist of information provision and promotion programmes highlighting the specific features of agricultural methods in the Union and the characteristics of EU agri-food products and quality schemes mentioned in Article 5(4)(d) of Regulation (EU) No 1144/2014, and/or information programmes aiming at increasing the awareness and recognition of Union quality schemes mentioned in Article 5(4)(a), (b) and (c) of Regulation (EU) No 1144/2014. Applicants may notably consider targeting the most encouraging markets identified under section 1.2.1.

Type of actions: Grants following a call for proposals

Topics	Total amount foreseen	Priorities of the year, objectives pursued and expected results
<u>AGRIP-SIMPLE-2021-TC-ASIA</u> Information provision and promotion programmes targeting one or more of the following countries: China (including Hong-Kong and Macao), Japan, South Korea, Taiwan, South-eastern Asia or Southern Asia	EUR 16 300 000	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 in Article 2 and the aims listed in Article 3 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, and the characteristics of agricultural and food products, particularly in terms of their quality, taste, diversity or traditions.
<u>AGRIP-SIMPLE-2021-TC-AMERICAS</u> Information provision and promotion programmes targeting one or more of the following countries: Canada, USA or Mexico	EUR 8 300 000	
<u>AGRIP-SIMPLE-2021-</u>	EUR 12 300 000	The expected ultimate impact is to

⁷ The composition of region follows the United Nations country and regional classification. For more details on list of countries composing geographical area, see: <http://unstats.un.org/unsd/methods/m49/m49regin.htm>

Topics	Total amount foreseen	Priorities of the year, objectives pursued and expected results
<u>TC-OTHERS</u> Information provision and promotion programmes targeting other geographical areas*		enhance the competitiveness and consumption of Union agri-food products, raise their profile and increase their market share in these targeted countries.
<u>AGRIP-SIMPLE-2021-TC-ORGANICS**</u> 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*	EUR 12 000 000	<p>The objective is to increase the awareness and recognition of the Union quality scheme on organic production.</p> <p>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 benefits they generate, achieve added value for the products concerned and enhance their market opportunities.</p> <p>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.</p>

* Programmes targeting least-developed countries according to UN list available at 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-2021-TC-ORGANICS. 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-2021-TC-OTHERS. This topic relates to the geographical areas that have not been listed in topic AGRIP-SIMPLE-2021-TC-ASIA and topic AGRIP-SIMPLE-2021-TC-AMERICAS, but it may also concern a combination of several prioritised regions listed in the said two topics.

1.2.1.3. Actions under thematic priority 3: **Multi programmes in the internal market**

Type of actions: Grants following a call for proposals

Topics	Total amount foreseen	Priorities of the year, objectives pursued and expected results
<p><u>AGRIP-MULTI-2021-IM</u></p> <ul style="list-style-type: none"> Information provision and promotion programmes aiming at increasing the awareness and recognition of Union quality schemes mentioned in Article 5(4)(a) and (c) of Regulation (EU) No 1144/2014 	<p>EUR 4 200 000</p>	<ul style="list-style-type: none"> For information provision and promotion programmes aiming at increasing the awareness and recognition of Union quality schemes mentioned in Article 5(4)(a) and (c) of Regulation (EU) No 1144/2014: <p>The objective is to increase the awareness and recognition of the Union quality schemes, namely:</p> <p>(a) quality schemes: protected designation of origin (PDO), protected geographical indication (PGI), traditional speciality guaranteed (TSG) and optional quality terms;</p> <p>(b) the logo for quality agriculture products specific to the outermost regions of the Union.</p> <p>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. According to special Eurobarometer (No 504), only 14% of Europeans consumers recognize the logos of products that benefit from a protected designation of origin (PDO), 20% recognise a protected geographical indication (PGI), and 14% recognise a traditional speciality guaranteed, these being the main Union quality schemes.</p> <p>The expected ultimate impact is to increase awareness of the Union quality scheme and to enhance the competitiveness and consumption of Union agri-food products registered under a Union quality scheme, raise their profile and increase their market</p>

Topics	Total amount foreseen	Priorities of the year, objectives pursued and expected results
<p><u>OF:</u></p> <ul style="list-style-type: none"> Information provision and promotion programmes highlighting the specific features of agricultural methods in the Union and the characteristics of EU agri-food products, and quality schemes mentioned in Article 5(4)(d) of Regulation (EU) No 1144/2014 		<p>share.</p> <ul style="list-style-type: none"> For information provision and promotion programmes highlighting the specific features of agricultural methods in the Union and the characteristics of EU agri-food products and quality schemes mentioned in Article 5(4)(d) of Regulation (EU) No 1144/2014: <p>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 (including proper dietary practices and responsible consumption of eligible alcoholic beverages), animal welfare and the characteristics of agricultural and food products, particularly in terms of their quality, taste, diversity or traditions.</p> <p>The expected impact is to increase the awareness of the merits of Union agricultural products by the consumers and to enhance the competitiveness and consumption of the concerned Union agri-food products, raise their profile and increase their market share.</p>
<p><u>AGRIP-MULTI-2021-IM-ORGANIC</u></p> <p>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</p>	<p>EUR 17 000 000</p>	<p>The objective is to increase the awareness and recognition of the Union quality scheme on organic production.</p> <p>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</p>

Topics	Total amount foreseen	Priorities of the year, objectives pursued and expected results
1144/2014		<p>production process used, the environmental benefits they generate and achieve added value for the products concerned and enhance their market opportunities.</p> <p>One of the expected results is to further increase the levels of recognition of the EU organic logo by the European consumers. According to special Eurobarometer (No 504), the awareness of the organic farming logo has increased by 29 percentage points since 2017 with 56% of European consumers who recognize the EU logo of organic farming.</p> <p>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.</p>
<p><u>AGRIP-MULTI-2021-IM-SUSTAINABLE</u></p> <p>Programmes increasing the awareness of Union sustainable agriculture and the role of the agri-food sector for climate action and the environment</p>	<p><u>EUR 12 000 000</u></p>	<p>Actions should highlight the sustainability of Union Agriculture, stressing its beneficial role for climate action and the environment. Actions should address how the product(s) promoted and its/their production method(s) contribute to:</p> <p>(a) climate change mitigation (e.g. reduction in greenhouse gas emissions) and/or adaptation (e.g. water savings, climate-resistant crops and crop varieties) and</p> <p>(b) at least one of the following:</p> <p>(i) biodiversity conservation and sustainable use of natural resources (e.g. wildlife, landscape, genetic resources);</p> <p>(ii) sustainable water management (e.g. water use efficiency, reduction of nutrients or pesticides load);</p> <p>(iii) sustainable soil management (e.g. erosion control; nutrient balance; prevention of acidification,</p>

Topics	Total amount foreseen	Priorities of the year, objectives pursued and expected results
		salinization, reduction of pesticides); (iv) sustainable, carbon-efficient methods of livestock production. v) reduction of use of antimicrobials (vi) reduction of food loss and food waste (vii) sustainable consumption (viii) animal welfare
<p><u>AGRIP-MULTI-2021-IM-PROPER DIET</u></p> <p>Information provision and promotion programmes aiming at increasing the consumption of fresh fruit and vegetables in the internal market in the context of balanced and proper dietary practices*.</p> <p>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.</p>	<p>EUR 10 000 000</p>	<p>The Commission is committed to promote proper dietary practices, in line with the European Commission's white paper on a strategy on nutrition, overweight, and obesity related health issues⁸. 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; the place of fruit and vegetables in the food pyramid, beneficial impact on health, etc.</p> <p>The objective is to increase the consumption of EU fresh fruit and vegetables by informing consumers about balanced and proper dietary practices.</p> <p>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.</p>

* Multi programme proposals on 'Fruit and vegetables' for the internal market are also eligible under topic AGRIP-MULTI-2021-IM. In that case, the message of campaigns on fruit and vegetables under topic AGRIP-MULTI-2021-IM 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)).

1.2.1.4 Actions under thematic priority 4: **Multi programmes in third countries**

Type of actions: Grants following a call for proposals

⁸ COM(2007) 279 final, 30.5.2007.

Third country markets offer major growth potential. Multi programmes can target any third country(ies). Applicants may notably consider targeting the most encouraging markets identified under section 1.2.1.

Multi programmes in third countries may consist in information provision and promotion programmes highlighting the specific features of agricultural methods in the Union and the characteristics of EU agri-food products and quality schemes mentioned in Article 5(4)(d) of Regulation (EU) No 1144/2014, and/or information programmes aiming at increasing the awareness and recognition of Union quality schemes mentioned in Article 5(4)(a), (b) and (c) of Regulation (EU) No 1144/2014. Topic AGRIP-MULTI-2021-TC-ORGANIC is dedicated for multi 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.

Topics	Total amount foreseen	Priorities of the year, objectives pursued and expected results
<p><u>AGRIP-MULTI-2021-TC-ALL</u></p> <p>Information provision and promotion programmes targeting any third country(ies)*</p>	<p>EUR 25 200 000</p>	<p>The information and promotion programmes shall target one or several third countries.</p> <p>The objectives of these programmes shall comply with the general and specific objectives set out in Article 2 and the aims listed in Article 3 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, 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.</p>
<p><u>AGRIP-MULTI-2021-TC-ORGANICS**</u></p> <p>Information provision and promotion programmes concerning the organic</p>	<p>EUR 14 000 000</p>	<p>The objective is to increase the awareness and recognition of the Union quality scheme on organic production.</p> <p>Information and promotion</p>

<p>products under Union quality scheme defined in Article 5(4)(b) of Regulation (EU) No 1144/2014 in any third country/ies**</p>		<p>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 benefits they generate, achieve added value for the products concerned and enhance their market opportunities.</p> <p>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.</p>
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* Programmes targeting least-developed countries according to UN list available at 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”.

** Multi programmes promoting organic products in third countries shall apply under topic AGRIP- MULTI-2021-TC-ORGANICS. They cannot apply under topic AGRIP-MULTI-2021-TC-ALL, except if organic products are combined with other products.

*1.2.2. Actions in case of serious market disturbance, loss of consumer confidence or other specific problems with an additional call for proposals via **simple** programmes*

Type of actions: Grants following a call for proposals

Priorities of the year, objectives pursued and expected results:

These actions consist of information and promotion programmes designed to react in case of unexpected serious market disturbance, loss of consumer confidence or other specific problems where information and promotion programmes co-financed by the sector would be an adequate response to face the event and would be complementary to exceptional measures taken in accordance with Part V, Chapter 1 of Regulation (EU) No 1308/2013.

The unexpected serious market disturbance, loss of consumer confidence or other specific problems shall have a European dimension.

The information and promotion programmes shall have a European dimension, in terms of content and impact. The objective of these programmes is to help restore consumer confidence and the normal market conditions.

The expected ultimate result is to restore the normal market conditions for those sectors affected by the market disturbance.

In case where there has not been a serious market disturbance, loss of consumer confidence or other specific problems during the year, the budget shall be reallocated to simple programmes in third countries.

Description of the activities to be funded under the call for proposals:

Information provision and promotion measures shall consist of a coherent set of operations. The programmes designed to react to serious market disturbance, loss of consumer confidence or other specific problems should be more targeted and implemented over a period of one year.

Indicative timetable:

The call for proposals would be published shortly after the beginning of the market disturbance, loss of consumer confidence or other specific problems.

Indicative allocation: EUR 5 000 000

*1.2.3. Actions in case of serious market disturbance, loss of consumer confidence or other specific problems with an additional call for proposals via **multi** programmes*

Type of actions: Grants following a call for proposals

Priorities of the year, objectives pursued and expected results:

These actions consist of information and promotion programmes designed to react in case of unexpected serious market disturbance, loss of consumer confidence or other specific problems where information and promotion programmes co-financed by the sector would be an adequate response to face the event and would be complementary to exceptional measures taken in accordance with Part V, Chapter 1 of Regulation (EU) No 1308/2013.

The unexpected serious market disturbance, loss of consumer confidence or other specific problems shall have a European dimension.

The information and promotion programmes shall have a European dimension, in terms of content and impact. The objective of these programmes is to help restore consumer confidence and the normal market conditions.

The expected ultimate result is to restore the normal market conditions for those sectors affected by the market disturbance.

In case where there has not been a serious market disturbance, loss of consumer confidence or other specific problems during the year, the budget shall be reallocated to multi programmes to third countries.

Description of the activities to be funded under the call for proposals:

Information provision and promotion measures shall consist of a coherent set of operations. The programmes designed to react to serious market disturbance, loss of consumer confidence or other specific problems should be more targeted and implemented over a period of one year

Indicative timetable:

The call for proposals would be published shortly after the beginning of the market disturbance, loss of consumer confidence or other specific problems.

Indicative allocation: EUR 5 000 000

1.3. Procurement (measures on the initiative of the Commission)

The overall budgetary allocation reserved for procurement contracts in 2021 amounts to EUR 9 500 000.

It covers activities such as communication campaigns in third countries including participation with an EU pavilion in major agri-food trade fairs in third countries, organisation of business delegation visits to third countries, seminars, provision of technical support services, organisation of campaigns in the event of serious market disturbance, loss of consumer confidence or other specific problems, development of communication tools, communication about the EU promotion policy and related evaluation. Requests for services under existing or new framework contracts shall be launched. An overview of the procurement procedures considered to be launched in relation to the actions described above encompasses:

1.3.1. Promotion activities in third countries

Legal basis

Article 9(1) of Regulation (EU) No 1144/2014

Budget line

08.02.03.03

Subject matter of the contracts envisaged

Organisation of up to two business delegation visits in third countries covered by priority geographical areas listed under the annual work programme.

Business delegation visits to third countries shall gather up to 80 representatives of the agri-food sector. The objective of the action is facilitating market access, establishing business contacts, enhancing the image of Union products and promoting the EU transition to a sustainable food system with media, businesses and consumers in the third countries in question.

Organisation of up to three new communication campaigns in third countries covered by priority geographical areas listed under the annual work programme may take form of advertising and public relations activities, participation in fairs with an EU pavilion, social media, web presence, business to business measures, activities on points of sales and in restaurants, study visits, seminars, trainings, online activities and related evaluation.

Beside communication campaigns, it may be decided

- to participate in up to six major international trade fairs with Union pavilions dedicated to products and themes eligible for promotion within the meaning of Article 9 of Regulation (EU) No 1144/2014. Participation of Union producers who will exhibit their products at the pavilion may be foreseen.
- to organise up to ten events taking the form of study visits in the EU or seminars organised in third countries covered by priority geographical areas listed under the annual work programme.

Communication tools may comprise online and offline communication material.

Type of contract

Existing and new framework contracts for promotion activities, service level agreements (e.g. for web hosting).

Indicative number of contracts envisaged: up to 25 specific contracts based on the existing or new framework contracts (FWC).

Indicative timeframe for launching the procurement procedure

1st quarter: up to 7 specific contracts;
2nd quarter: up to 8 specific contracts and publication of call for tender for new framework contract;
3rd quarter: up to 6 specific contracts;
4th quarter: up to 4 specific contracts.

Implementation

Implementation by the executive agency to which this task has been delegated by DG AGRI and DG AGRI.

1.3.2. Technical support services

Legal basis

Article 9(2) of Regulation (EU) No 1144/2014

Budget line

08.02.03.03

Subject matter of the contracts envisaged

The following objectives shall be pursued by establishing technical support services:

- (a) encouraging awareness of different markets by providing country, market research and statistical reports on key target countries listed under the annual work programme;
- (b) maintaining a dynamic professional network around information and promotion policy, including providing advice to the sector with regard to the threat of imitation and counterfeit products in third countries, in particular by publishing the relevant information on an information portal;
- (c) improving knowledge of Union rules concerning programme development and implementation, mainly by providing adequate information online, organising or participating in events and fostering the development of a network of agro-food operators with the aim of helping operators to take part in co-financed programmes, to conduct effective campaigns or to develop their export activities.

The envisaged contracts concern the updating and translations of a web portal, market research, country and statistical reports as well as other communication activities, such as organisation of events.

Type of contract

Existing and new framework contract for services, service level agreement (translations).

Indicative number of contracts envisaged: 1-2 specific contracts based on existing or new framework contracts.

Indicative timeframe for launching the procurement procedure

1st quarter : 1 specific contract

3rd quarter: 1 specific contract

Implementation

Implementation by the executive agency to which this task has been delegated by DG AGRI.

1.3.3. Information provision and promotion measures in the event of a serious market disturbance, loss of consumer confidence or other specific problems

Legal basis

Articles 2(2)(e) and 9(1) of Regulation (EU) No 1144/2014

Budget line

08.02.03.03

Subject matter of the contracts envisaged

In the event of serious market disturbance, loss of consumer confidence or other specific problems, targeted communication and promotion activities shall be launched with the objective of restoring normal market conditions. Those measures may in particular take form of communication campaigns, high-level missions, participation in trade fairs and exhibitions of international importance by means of stands, or other operations aimed at enhancing the image of Union products.

Type of contract

Existing or new framework contracts.

Indicative number of contracts envisaged: up to 3 specific contracts.

Indicative timeframe for launching the procurement procedure

N/A: specific contract shall be signed only in the event of a serious market disturbance, loss of consumer confidence or other specific problems.

Implementation

Implementation by the executive agency to which this task has been delegated by DG AGRI.

1.3.4. *Experts*

Legal basis

Article 15(5) of Regulation (EU) No 1144/2014

Article 200 of Regulation (EU, Euratom) 2018/1046

Budget line

08.02.03.03

Subject matter of the contracts envisaged

Experts to provide technical and linguistic assistance in the context of the evaluation of proposals submitted following the calls for proposals launched in implementation of the present work programme.

Type of contract

Service contract; selection of experts from experts included in AMI (appel à manifestation d'intérêt) list, service level agreement (translations).

Indicative number of contracts envisaged: 50.

Indicative timeframe for launching the procurement procedure

Second quarter of 2020.

Implementation

Implementation by the executive agency to which this task has been delegated by DG AGRI.

ANNEX II

Criteria for financial contribution to simple programmes as referred to in Article 1

The Financial Regulation, Regulation (EU, Euratom) 2018/1046 apply to the evaluation of the simple programmes.

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

1. Eligibility criteria, to determine whether an applicant is allowed to participate in the call for proposal.
2. Exclusion criteria, to eliminate from participation in the procedure or award, applicants who are in one of the exclusion situations referred to below.
3. Selection criteria, to assess the applicant's financial and operational capacity to complete a proposed action.
4. Award criteria, to assess the relevance of the proposal's scope to the announced priorities and other quality aspects taking into account its costs.

(1) Eligibility criteria

Proposals for simple programmes can only be submitted by legal persons or other entities which may not have a legal personality under the applicable national law, provided that their representatives have the capacity to undertake legal obligations on behalf of the entity and offer guarantees for the protection of the Union's financial interests equivalent to those offered by legal persons as referred to in Article 196 of Regulation (EU, Euratom) 2018/1046. Those legal persons shall be:

- (a) one or more of the proposing organisations listed in Article 7(1)(a), (c), or (d) of Regulation (EU) No 1144/2014;
- (b) 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) 2015/1829⁹.

Applicants who already receive Union financing for the same information provision and promotion measures shall not be eligible for Union financing for those measures under Regulation (EU) No 1144/2014.

Moreover:

- (a) proposals can only cover products and schemes listed in Article 5 of Regulation (EU) No 1144/2014;
- (b) proposals shall ensure that 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 shall undertake that the body responsible for the implementation of the programme shall be selected at the latest before the

⁹ 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).

signature of the contract (see Article 10 of Commission Implementing Regulation (EU) 2015/1831¹⁰);

- (c) if a proposing organisation proposes to implement certain parts of the proposal itself, it shall ensure that the cost of the measure which it plans to carry out itself is not in excess of the normal market rates;
- (d) proposals shall comply with Union law governing the products concerned and their marketing and have a Union dimension; they shall also comply with all the provisions described under Article 3(1) of Delegated Regulation (EU) 2015/1829;
- (e) if a message conveyed concerns information on the impact on health, proposals shall comply with the rules as referred to in Article 3(2) of Delegated Regulation (EU) 2015/1829;
- (f) if the proposal proposes to mention origin or brands, it shall comply with the rules as referred to in Chapter II of Implementing regulation (EU) 2015/1831.

(2) Exclusion criteria

The applicants are not in any of the situations of exclusion listed in Article 136 of Regulation (EU, Euratom) 2018/1046.

(3) Selection criteria

Proposing organisations must have stable and sufficient sources of funding to maintain their activity throughout the period of implementation of the programme and to participate in its funding.

Proposing organisations must have the professional competencies and qualifications required to complete the programme. In cases where they propose to implement certain parts of the proposal, they shall have at least three years' experience in implementing information provision and promotion measures.

Those criteria will be further explained in the call for proposals.

(4) Award criteria

To be assessed against the award criteria, the proposals shall meet the eligibility, exclusion and selection criteria.

The following award criteria will be applied:

- Relevance (25 points out of 100; threshold 15);
- Technical quality (50 points out of 100; threshold 30);
- Impact (25 points out of 100; threshold 15).

Financial contributions shall be awarded to the highest scoring proposals up to the available budget. A separate ranked list shall be established for each priority topic listed in Sections 1.2.1.1 and 1.2.1.2 of the annual work programme as set out in Annex I.

¹⁰

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).

The following sub-criteria shall be taken into account in the assessment of each of the main award criteria:

– Relevance:

- (a) Relevance of proposed information and promotion measures to the general and specific objectives listed in Article 2 of Regulation (EU) No 1144/2014, aims listed in Article 3 of that Regulation, as well as to priorities, objectives and expected results announced under the relevant thematic priority;
- (b) Contribution of the proposed information provision and promotion project in respect of the objectives of the climate and environmental ambition of the CAP, the Green Deal and Farm to Fork strategies, in particular concerning sustainability of production and consumption;
- (c) Quality and relevance of the market analysis;
- (d) Coherence of the programme strategy, objectives, target groups and key messages;
- (e) Union message of the campaign.

– Technical quality:

- (a) Suitable choice of activities with respect to objectives and programme strategy, adequate communication mix, synergy between the activities;
- (b) Concise description of activities and deliverables;
- (c) Quality of the proposed evaluation methods and indicators;
- (d) Suitable allocation of budget in relation to the objectives and scope of the activities;
- (e) Clear description of the estimated costs and accuracy of the budget;
- (f) Consistency between the estimated costs and deliverables;
- (g) Project organisation and management structure;
- (h) Quality control mechanisms and risk management.

– Impact:

- (a) Impact of project at Union level;
- (b) Justification of the overall level of investment

If there are two (or more) proposals with the same number of points on the same ranked list, then the proposal(s) which allows for diversification in terms of products or targeted markets shall be prioritised. It means that between *ex aequo* proposals, the Commission shall first select the one the content of which (firstly in terms of products, secondly in terms of targeted market) is not yet represented in the higher ranked proposals. If this criterion cannot be applied, then the Commission shall select first the programme which got the highest score for the individual award criteria. It will first compare the scores for ‘Relevance’, then for ‘Impact’, and finally for ‘Technical quality’.

(5) 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 quality 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 quality score, irrespective of the priority and topic for which they have applied.

The order of the ranked lists will be strictly followed.

ANNEX III

Criteria for financial contribution to multi programmes as referred to in Article 1

The Financial Regulation, Regulation (EU, Euratom) 2018/1046 apply to the evaluation of the multi programmes.

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

1. Eligibility criteria, to determine whether an applicant is allowed to participate in the call for proposal.
2. Exclusion criteria, to eliminate from participation in the procedure or award of grant, applicants who are in one of the exclusion situations referred to below.
3. Selection criteria, to assess the applicant's financial and operational capacity to complete a proposed action.
4. Award criteria, to assess the relevance of the proposal's scope to the announced priorities and other quality aspects taking into account its costs.

(1) Eligibility criteria

Proposals for multi programmes can only be submitted by legal persons or entities which do not have a legal personality under the applicable national law, provided that their representatives have the capacity to undertake legal obligations on behalf of the entity and offer guarantees for the protection of the Union's financial Interests equivalent to those offered by legal persons as referred to in Article 196 of Regulation (EU, Euratom) 2018/1046. Those legal persons shall be:

- (a) at least two of the proposing organisations referred to in Article 7(1)(a), (c), or (d) of Regulation (EU) No 1144/2014 coming from at least two different Member States or one or more Union organisations referred to in Article 7(1)(b) of Regulation (EU) No 1144/2014;
- (b) representative of the sector or product concerned by the proposal complying with conditions set out in Articles 1(1) or 1(2) of Delegated Regulation (EU) 2015/1829.

Applicants who already receive Union financing for the same information provision and promotion measures shall not be eligible for Union financing for those measures under Regulation (EU) No 1144/2014.

Moreover:

- (a) proposals can only cover products and schemes listed in Article 5 of Regulation (EU) No 1144/2014;
- (b) proposals shall comply with Union law governing the products concerned and their marketing and have a Union dimension;
- (c) proposals in the internal market covering one or more schemes as referred to in Article 5(4) of Regulation (EU) No 1144/2014, shall focus on the(se) scheme(s) in its main Union message. When in this programme, one or several products illustrate(s) the(se) scheme(s), it/they shall appear as a secondary message in relation to the main Union message;

- (d) if a message conveyed by a multi programme concerns information on the impact on health, this message shall:
- (i) in the internal market, comply with the Annex to Regulation (EC) No 1924/2006 of the European Parliament and of the Council¹¹, or be accepted by the national authority responsible for public health in the Member State where the operations are carried out;
 - (ii) in third countries, be accepted by the national authority responsible for public health in the country where the operations are carried out;
- (e) if the proposal proposes to mention origin or brands, it shall comply with the rules as referred to in Chapter II of Implementing Regulation (EU) 2015/1831.

(2) Exclusion criteria

The applicants are not in any of the situations of exclusion listed in in Article 136 of Regulation (EU, Euratom) 2018/1046.

(3) Selection criteria

Proposing organisations must have stable and sufficient sources of funding to maintain their activity throughout the period of implementation of the programme and to participate in its funding.

Proposing organisations must have the professional competencies and qualifications required to complete the programme.

Those criteria will be further explained in the call for proposals.

(4) Award criteria

To be assessed against the award criteria, the proposals shall meet the eligibility, exclusion and selection criteria.

The following award criteria will be applied:

- Relevance (25 points out of 100; threshold 15);
- Technical quality (50 points out of 100; threshold 30);
- Impact (25 points out of 100; threshold 15).

Financial contributions shall be awarded to the highest scoring proposals up to the available budget. A separate ranked list shall be established for each priority topic listed in Section 1.2.1.3 and 1.2.1.4 of the annual work programme as set out in Annex I.

The following sub-criteria shall be taken into account in the assessment of each of the main award criteria:

- Relevance:
 - (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

¹¹ Regulation (EC) 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).

Article 3 of that Regulation, as well as to priorities, objectives and expected results announced under the relevant thematic priority;

- (b) (b) Contribution of the proposed information provision and promotion project in respect of the objectives of the climate and environmental ambition of the CAP, the Green Deal and Farm to Fork strategies, in particular concerning on sustainability of production and consumption;
 - (c) Quality and relevance of the market analysis;
 - (d) Coherence of the programme strategy, objectives, target groups and key messages;
 - (e) Union message of the campaign.
- Technical quality:
- (a) Suitable choice of activities with respect to objectives and programme strategy, adequate communication mix, synergy between the activities;
 - (b) Concise description of activities and deliverables;
 - (c) Quality of the proposed evaluation methods and indicators;
 - (d) Suitable allocation of budget in relation to the objectives and scope of the activities;
 - (e) Clear description of the estimated costs, accuracy and consistency between the estimated costs and deliverables;
 - (f) Project organisation and management structure (including quality control and risk management);
- Impact:
- (a) Impact of project at Union level;
 - (b) Justification of the overall level of investment;

If there are two (or more) proposals with the same number of points in the last place of the same ranked list, then the proposal(s) which allows for diversification in terms of products or targeted markets shall be prioritised. It means that between *ex aequo* proposals, the Commission shall first select the one the content of which (firstly in terms of products, secondly in terms of targeted market) is not yet represented in the higher ranked proposals. If this criterion cannot be applied, then the Commission shall select first the programme which got the highest score for individual award criteria. It will first compare the scores for ‘Relevance’, then for ‘Impact’, and finally for ‘Technical quality’.

(5) 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 four topics for the internal market shall 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 shall 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 shall be merged and assigned to projects with the highest quality score, irrespective of the priority and topic for which they have applied.

The order of the ranked lists will be strictly followed.