



PROMOTION POLICY FOR AGRICULTURAL PRODUCTS
Work programme 2022
Description of the Programme

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INTRODUCTION

The EU Promotion Policy helps EU agri-food sector's professionals to finance information and promotion campaigns. Based on a strategy established at European level, and under the slogan 'Enjoy, it's from Europe', the policy aims to help the sector's professionals break into international markets and make consumers more aware of the efforts made by European farmers to provide quality products.

WHO CAN PARTICIPATE?

1. **Trade and inter-trade organisations** representative of the sector.
2. **Producers' organisations and their associations** recognised by the Member State.
3. **Producers' groups within the meaning of Art. 3 of Reg. 1151/2012 on quality schemes.**
4. **Agri-food bodies** with a mission of public interest in charge of promotion of agricultural products.

WHAT IS A PROMOTION PROGRAMME?

A promotion programme is a coherent set of operations which can include advertising campaigns in the press, on television, on radio or on the Internet; point-of-sale promotions; public relations campaigns; participation in exhibitions and fairs, and a range of other activities. It can be a B2B campaign or B2C campaign.

It shall be implemented over a period of **at least one year but no more than three years.**

Information and promotion programmes may consist of “simple” programmes or “multi” programmes:

A **simple programme** is a promotion programme submitted by one or more proposing organisations from the same MS. It should be implemented in at least two MS or in only one MS if different from the MS of origin of the proposing organisation(s).

A **multi programme** is a programme submitted by at least two proposing organisations from at least two Member States or one or more European organisations.

SIMPLE PROGRAMME
EXCEPTION FOR QUALITY SCHEMES:
it's also possible to choose to implement the campaign in the MS of origin of the proposing organisation without needing to include a second country.

WHAT ARE THE OBJECTIVES OF PROMOTION POLICY?

The information provision and promotion measures aim to **enhance the competitiveness of the Union agricultural sector** by:

- a) Increasing **awareness of the merits of Union agricultural products** and high standards of production;
- b) **Increasing the competitiveness and consumption of Union agricultural products** both inside and outside the Union;
- c) Increasing the **awareness and recognition of Union quality schemes**;
- d) **Increasing the market share of Union agricultural products**, specifically focusing on those markets in third countries that have the highest growth potential;
- e) **Restoring normal market conditions** in the event of serious market disturbance.

NEW PROMOTION POLICY: WHAT ARE THE MAIN CHANGES?

On 1 December 2015, the newly revised policy started to apply. It presents a wider scope of measures and an increased budget, and it will be implemented in the internal market and in third countries.

The new regulation provides for a **gradual increase in the resources** available to 61 million planned for 2014 to 200 million in 2020.

Under the new rules, national co-funding disappears, but the **EU co-financing rates have been raised to 70% for simple programmes** presented by an organisation from one Member State, to **80% for multi Member State programmes and programmes targeting third countries**, 85% for crisis measures.

Moreover, the new regulation defines **the promotion of quality systems as a key priority** in order to improve the knowledge of consumers about the characteristics of such products. In this regard, the **opportunity to mention the origin** of the products in the promotion campaigns has been introduced for the first time.

Another important element is the **inclusion of producer organizations as beneficiaries** of the promotion policy.

THE LEGAL FRAMEWORK

The rules concerning the promotion aid scheme are in 4 different legislative texts (basic act, delegated act, implementing act and annual work programme).

Below **all the legislative text** are listed. For a more user friendly compilation of rules you can consult the [synoptic presentation](#) and the [infographic on the reform](#) available online.

BASIC REGULATION

[Regulation \(EU\) No 1144/2014](#) on information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries

DELEGATED AND IMPLEMENTING ACTS

[Commission Delegated Regulation \(EU\) No 1829/2015](#)

[Commission Implementing Regulation \(EU\) No 1831/2015](#)

ANNUAL WORK PROGRAMME

UPDATED

[Commission Implementing Decision of 15.12.2021](#) on the adoption of the work programme for **2022** in the framework of information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries.

Annexes:

1. **Annex 1: establishes the programme's priorities;**
2. **Annex 2 and 3: specify criteria** for the proposal to be submitted (eligibility, exclusion, selection, and award criteria).

The **annual work programme** has been introduced in the reform to consider market opportunities and changing priorities. It adapts each year the basic framework to the needs of sector. Defined with the involvement of the stakeholders and Member States, the annual work programme:

- Sets out the priorities, including the allocation of resources.
- Defines the eligibility, exclusion, selection, and award criteria to be applied.

The annual work programme for 2022 was adopted on 15 December 2021. A total of **€ 185.9 million** will be available for promotion programmes selected for EU co-financing in 2022.

Almost half of the budget (€86 million) will be dedicated to **campaigns more directly in line with the European Green Deal ambitions, and in particular the Farm to Fork strategy and Europe’s beating cancer plan**. It gives priority to promotion programmes on **organic products, sustainable agriculture** and the Communication on the European citizens’ initiative “[End the cage age](#)”.

As regards campaigns in countries outside the EU, it includes programmes targeting countries with high growth potential such as South Korea, Japan, Mexico and Canada. In addition, **programmes should also inform consumers of the various EU quality schemes** or promote the EU’s high safety and quality standards as well as the diversity and authenticity of European products.

The work programme 2022 establishes the following **priorities** for simple and multi programmes (see figure 2 for budget allocation for each priority):

SIMPLE	Internal market
	<p>1. AGRIP-SIMPLE-2022-IM-EU QS (Topic 1) 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>2. AGRIP-SIMPLE-2022-IM-ORGANIC (Topic 2) 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>3. AGRIP-SIMPLE-2022-IM-SUSTAINABLE (Topic 3) Information provision and promotion programmes aiming at increasing the awareness of Union sustainable agriculture and animal welfare</p>
	<p>4. AGRIP-SIMPLE-2022-IM-FRESH FRUIT AND VEGETABLES (Topic 4) Information provision and promotion programmes aiming at increasing the consumption of fresh fruit and vegetables in the internal market in the context of balanced and healthy dietary practices. Products eligible under this topic are those listed in Part IX and fresh bananas in Part XI of Annex I to Regulation (EU) No 1308/2013 of the European Parliament and of the Council</p>
	<p>5. AGRIP-SIMPLE-2022-IM-CHARACTERISTICS (Topic 5) 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>
	Third country markets
	<p>6. AGRIP-SIMPLE-2022-TC-ASIA (Topic 6) 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</p>
	<p>7. AGRIP-SIMPLE-2022-TC-AMERICAS (Topic 7) Information provision and promotion programmes targeting one or more of the following countries: Canada, USA or Mexico</p>
	<p>8. AGRIP-SIMPLE-2022-TC-OTHERS (Topic 8) Information provision and promotion programmes targeting other geographical areas</p>
<p>9. AGRIP-SIMPLE-2022-TC-ORGANIC OR SUSTAINABLE (Topic 9)</p>	

	<p>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</p> <p>OR</p> <p>Information provision and promotion programmes aiming at increasing the awareness of Union sustainable agriculture and animal welfare in any third country/ies</p>
Market disturbance/additional call for proposals	
Internal market	
MULTI	<p>1. AGRIP-MULTI-2022-IM (Topic 1)</p> <p>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> <p>OR</p> <p>Information provision and promotion programmes highlighting the specific features of agricultural methods in the Union and the characteristics of EU agrifood products and quality schemes mentioned in Article 5(4)(d) of Regulation (EU) No 1144/2014</p> <p>2. AGRIP-MULTI-2022-IM-ORGANIC (Topic 2)</p> <p>Information 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>3. AGRIP-MULTI-2022-IM-SUSTAINABLE (Topic 3)</p> <p>Programmes increasing the awareness of Union sustainable agriculture and animal welfare</p> <p>4. AGRIP-MULTI-2022-IM-FRESH FRUIT AND VEGETABLES (Topic 4)</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 healthy 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>Third country markets</p> <p>5. AGRIP-MULTI-2022-TC-ALL (Topic 5)</p> <p>Information provision and promotion programmes targeting any third country(ies)</p> <p>6. AGRIP-MULTI-2022-TC-ORGANIC OR SUSTAINABLE (Topic 6)</p> <p>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</p> <p>OR</p> <p>Information provision and promotion programmes increasing the awareness of Union sustainable agriculture and animal welfare in any third country/ies</p>
Market disturbance/additional call for proposals	

Figure 1. Priorities for information and promotion actions for simple and multi programmes in work programme 2022.

CALLS FOR PROPOSALS 2022

UPDATED

[See the virtual Infoday presentations on call for proposals 2022.](#)

The work programme is implemented through the calls for proposals for simple and multi programme, published each year, detailing the different types of funding schemes available and the procedures to follow.

- One call for proposals per year is planned for simple programmes and one for multi programmes;
- Additional calls can be published in case of serious market disturbance.

The calls for proposals 2022 were published on January 20th, under the new multiannual financial framework, and **the closing deadline for submission of project proposals is April 21st, 2022, 17:00 CET (Brussels).**

[Calls for proposal simple programmes](#) (all EU languages); [programme guide](#) (EN. Other languages available [here](#)) and [submission guide for AGRIP simple programmes](#) (EN. Other languages available [here](#)).

[Call for proposal multi programmes](#) (all EU languages) and [programme guide](#) (EN. Other languages available [here](#)).

Note that the previous “guide for applicants” is now called “programme guide”, covering both simple and multi programmes.

BUDGET AND CO-FUNDING

UPDATED

The overall amount for information and promotion programmes to be awarded in 2022 amounts to **€ 185.9 million**. This amount is split between simple programmes (€ 89.000.000) and multi programmes (€ 87.400.000) and is allocated as follow according to several priorities:

SIMPLE PROGRAMMES	€ 89 M
INTERNAL MARKET	€ 42.1 M
Topic 1 - AGRIP-SIMPLE-2022-IM-EU QS	€ 5 M
Topic 2 - AGRIP-SIMPLE-2022-IM-ORGANIC	€ 14 M
Topic 3 - AGRIP-SIMPLE-2022-IM-SUSTAINABLE	€ 8 M
Topic 4 - AGRIP-SIMPLE-2022-IM-FRESH FRUIT AND VEGETABLES	€ 9.1 M
Topic 5 - AGRIP-SIMPLE-2022-IM-CHARACTERISTICS	€ 6 M
THIRD COUNTRIES	€ 41.9 M
Topic 6 - AGRIP-SIMPLE-2022-TC-ASIA	€ 16.3 M
Topic 7 - AGRIP-SIMPLE-2022-TC-AMERICAS	€ 8.3 M
Topic 8 - AGRIP-SIMPLE-2022-TC-OTHERS	€ 12.3 M
Topic 9 - AGRIP-SIMPLE-2022-TC-ORGANIC OR SUSTAINABLE	€ 5 M
MARKET DISTURBANCE/ADDITIONAL CALL FOR PROPOSALS	€ 5 M
MULTI PROGRAMMES	€ 87.4 M
INTERNAL MARKET	€ 43.2 M
Topic 1 - AGRIP-MULTI-2022-IM	€ 4.2 M
Topic 2 - AGRIP-MULTI-2022-IM-ORGANIC	€ 18 M
Topic 3 - AGRIP-MULTI-2022-IM-SUSTAINABLE	€ 12 M

Topic 4 - AGRIP-MULTI-2022-FRESH FRUIT AND VEGETABLES	€ 10 M
THIRD COUNTRIES	€ 39.2 M
Topic 5 - AGRIP-MULTI-2022-TC-ALL	€ 25.2 M
Topic 6 - AGRIP-MULTI-2022-TC-ORGANIC	€ 13 M
MARKET DISTURBANCE/ADDITIONAL CALL FOR PROPOSALS	€ 5 M
COMMISSION'S OWN INITIATIVES	€ 9.5 M
TOTAL PROMOTION ACTIONS	€ 185.9 M

Figure 2. The Annual Work Programme for 2022. Indicative repartition of budget and priorities for co-financed programmes. Topics in green contributes to the priorities set with the Green Deal and the Farm to fork strategy.

The EU co-financing rate is **70% for simple programmes, 80% for multi programmes and programmes targeting third countries, 85% for programmes in case of serious market disturbance**. There is also a **5 percentage point top-up** for beneficiaries from MS under financial assistance.

The rest is financed exclusively by the proposing organisation. The national co-financing disappears, so a proposing organisation cannot receive money from the State for the promotion programme at stake.

	SIMPLE		MULTI
	Internal market	Third countries	Internal market and Third countries
	70%	80%	80%
<i>5% top-up For Proposing organisations from MS under financial assistance</i>	75%	85%	85%
<i>Case of serious market disturbance (simple programme)</i>	85%		85%

Figure 3. Maximum rate of EU financing of the eligible costs.

GENERAL PRINCIPLES FOR FUNDING

- Co-financing rule: you need to **have your own financial resources** to contribute to the costs of the project;
- Non-profit rule: the grant **may not have the purpose or effect of producing a profit** for participants;
- Non-retroactivity rule: you **can get co-funding only for the costs incurred after the starting date** stipulated in the grant agreement;
- Non-cumulative rule: each action may give rise to the award of **only one grant** to any one beneficiary (you cannot get paid twice for the same cost).

WHAT ARE THE ELIGIBILITY CRITERIA FOR APPLICANTS?

TYPE OF ORGANISATION	
SIMPLE PROGRAMME	MULTI PROGRAMMES
Proposals can be submitted by:	Proposals can be submitted by:

<p>One or more of the following organisations from the same Member State:</p>	<p>1. At least two of the following organisations which shall be from at least two Member States:</p>
<ul style="list-style-type: none"> • trade organisations and inter-trade organisations established in a MS and representative of the sector, including groups of producers and processors active in geographical indications; • producer organisations or associations of producer organisations recognized by the MS; • agri-food bodies which a mission of public interest in charge of promotion of agricultural products. 	
	<p>2. One or more trade or inter-trade organisations of the Union.</p>

Figure 4. List of eligible applicants for simple and multi programmes.

Representativeness: Both for simple and multi programmes, a trade or inter-trade organisation shall be deemed to be **representative**

- (i) where it accounts for at least **50% as a proportion of the number of producers, or 50% of the volume or value of marketable production** of the product(s) or sector concerned, in the MS concerned or at Union level;
- (ii) where it is an **interbranch organisation recognised by the MS.**

Selection Criteria: The proposing organisation shall have the necessary technical, financial and professional resources to carry out the programme effectively.

Country eligibility: To receive EU financial support for a promotional programme, i.e. to be a coordinator or other beneficiary, the organisation needs to be **legally established in one of the EU Member States.**

WHAT ARE THE ELIGIBLE PRODUCTS AND SCHEMES?

A PROMOTION PROGRAMME MAY COVER THE FOLLOWING PRODUCTS:

1. The products listed in [Annex I to the TFEU](#), excluding tobacco;
2. The **following processed products:** beer, chocolate and derived products, bread, pastry, cakes, confectionery, biscuits and other baker's wares, beverages made from plant extracts, pasta, salt, natural gums and resins, mustard paste, sweetcorn, cotton;
3. The **spirit drinks with a protected geographical indication;**
4. The **wine with designation of origin or protected geographical indication status** and wine carrying an **indication of the wine grape variety;** in the case of simple programmes, wine shall be associated to one or several other products;
5. The **fisheries products** if associated to one or several products.

A PROMOTION PROGRAMME MAY COVER THE FOLLOWING SCHEMES:

- The **EU quality schemes**, namely PDO, PGI and TSG;
- The **EU logo on organic production** method;
- The **EU RUP logo** for the outermost regions;
- **National quality schemes** provided that the visuals respect the rules on origin.

A programme covering a scheme may be illustrated by one or several products. In the internal market, these products shall appear in secondary message in relation to the main Union message.

WHAT ARE THE ELIGIBLE ACTIVITIES?

1. Management of project;
2. Strategy (communication strategy, definition of campaign's visual identity);
3. Public relations (PR activities, Press events);
4. Website, social media (Website setup, updating, maintenance, Social media –accounts setup, regular posting-, other –mobile apps, e-learning platforms, webinars, etc.-);
5. Advertising (Print, TV, Radio, Online, Outdoor, Cinema);
6. Communication tools (Publications, media kits, promotional merchandise, promotional videos);
7. 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);
8. Point-of-sale (POS), promotion (Tasting days, other: promotion in retailers' publications, POS advertising).

WHAT ARE THE ELIGIBLE COSTS?

The eligible costs shall be incurred by the proposing organisation during the implementation of the programme, with the exception of the costs relating to final reports and evaluation.

The following categories of costs are eligible for Union funding:

1. Costs relating to an **advance guarantee** provided by a bank or financial institution and lodged by the proposing organisation;
2. Costs relating to **external audits** where such audits are required in support of the requests for payments;
3. **Personnel costs** limited to salaries, social security charges and other costs included in the remuneration of personnel assigned to the implementation of the programme;
4. **Value added tax** where it is not recoverable under the applicable national VAT legislation and is paid by a beneficiary other than a non-taxable person;
5. The costs of **studies** to evaluate the results of promotional and information measures;
6. **Indirect eligible costs** shall be determined by applying a flat rate of 4 % of the total direct eligible personnel costs of the proposing organisation.

ADDITIONAL INFORMATION ON AWARD CRITERIA

NEW

Each proposal will be assessed according to the criteria and sub criteria set out in the Annex I of the Programme guide. **To remain coherent with the priorities of EU policies on sustainable production and consumption**, the criteria for the award have been updated. Under the **Relevance** criteria, **a new sub-section will be taken into account in the assessment of the quality of the proposals**:

*(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 strategy**, in particular concerning **sustainability of production and consumption**; for proposals targeting the internal market, **alignment with the objectives of Europe's Beating Cancer Plan**, in particular encouraging the shift to a more plant-based diet, with less red and processed meat and other foods linked to cancer risks (e.g. alcoholic drinks).*

For every project presented under each topic, there will be an assessment of its effective contribution to the climate and environmental ambition of the CAP, in particular concerning sustainability of production and

consumption (Green Deal and Farm to fork strategy). As concerns projects implemented in the internal market, all visual information and promotion material used must **include a reference to the [national Food-Based Dietary Guidelines \(FBDG\) of the target Member State/s](#)** for the promoted product/s.

HOW TO PREPARE AND SUBMIT YOUR PROPOSAL?

UPDATED

Proposals can only be submitted electronically via the [Single Electronic Data Interchange Area \(SEDIA\) of the Funding and Tenders Portal](#). The submission guide and all necessary documents can be found on the Funding and Tenders Portal.

RELEVANT DOCUMENTS

UPDATED

1. [Work programme](#) for 2022 and [annexes](#)
2. Regulation call for proposal for [simple](#) and [multi](#) programme
3. [Programme guide for simple and multi programmes](#)
4. [Model grant agreement](#) for mono and multi beneficiary grants
5. [FAQ – policy](#): website REA and DG AGRI

[Click here to consult the Infoday Presentation on how to prepare and submit your proposal](#)

[Read the infographic on life cycle of programmes for the promotion of EU agricultural products](#)

LANGUAGE OF SUBMISSION

In **principle**, project proposal application may be submitted **in any of the official languages of the EU**. Nevertheless, the proposal will be evaluated by 3 independent experts that should be able to read the proposal, so it should be available also in English.

- Especially for **multi programmes**, selected and managed by REA, applicants are encouraged to submit their proposal in English to facilitate processing of the application.
- For **simple programmes**, selected by REA but managed by the MS applicants are encouraged to submit their proposal in the **language(s) of the MS of origin of the proposing organisation(s)** unless if the concerned MS has indicated its agreement to sign the contract in English.

CONTACTS

UPDATED

IT HELPDESK AND REA

Since 1 April 2021, **the European Research Executive Agency (REA)** manages the implementation of the EU policy for the Promotion of agricultural products.

For questions on the online submission tools, you can contact the [IT helpdesk](#) via the [Funding and Tenders Portal](#).

New EC E-mail address dedicated to agri-promotion: AGRI-PROMOTION@ec.europa.eu

Enquiries from project applicants and contractors concerning the Promotion of Agriculture Products' programme: REA-AGRI-CALLS@ec.europa.eu

E-mail address: Rea-agri-grants@ec.europa.eu

[Contact REA](#)

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F&T PORTAL FAQ – Submission of proposals

COMPETENT AUTHORITIES IN MEMBER STATES

Even if MS are not involved anymore in the selection procedure, they are in charge of the management of simple programmes.

On their [national websites](#), interested **MS** publish information related to the promotion policy and in particular to the **simple programmes that they implement**.

Find here the [list of competent authorities in the Member States responsible for implementing the promotion policy](#) under Regulation (EU) No 1144/2014.

REA PROMOTION PORTAL

REA has created a portal entirely dedicated on promotion policy: https://rea.ec.europa.eu/funding-and-grants/promotion-agricultural-products-0_en

On the portal, you can find [market statistics](#), information on the [funding opportunities](#) under promotion policy and you can launch a partner: [Get connected!](#)

[Consult REA website to find out more about the available support tools for applicants.](#)

OTHER USEFUL LINKS

UPDATED

[Commission website](#)

[FAQ – online submission: Funding & Tenders Portal](#)

[REA website](#)

[Synoptic presentation](#)

[Infoday 2022 video and presentations](#)

[List of past approved campaigns](#)

[FAQ – policy: website REA and DG AGRI](#)