

ANNEX I

Work Programme for 2025

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. INTRODUCTION

On the basis of the objectives set out in Regulation (EU) No 1144/2014 of the European Parliament and of the Council¹, this work programme contains the actions to be financed with the following breakdown for the year 2025:

- (a) for grants (implemented under direct management and shared management, point 2. below): EUR 132 000 000.
- (b) for procurement (implemented under direct management, point 3. below): funds from the previous year may be mobilized for the implementation of this action, in line with the applicable provisions of the Financial Regulation².
- (c) for other actions or expenditure (implemented under direct management, point 4. below): funds from the previous year may be mobilized for the implementation of this action, in line with the applicable provisions of the Financial Regulation³.

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.

¹ Regulation (EU) No 1144/2014 of the European Parliament and of the Council of 22 October 2014 on information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries and repealing Council Regulation (EC) No 3/2008 (OJ L 317, 4.11.2014, p. 56, ELI: <http://data.europa.eu/eli/reg/2014/1144/oj>).

² Article 12 of Regulation (EU, Euratom) 2024/2509 of the European Parliament and of the Council of 23 September 2024 on the financial rules applicable to the general budget of the Union (recast) (OJ L, 2024/2509, 26.09.2024, ELI: <http://data.europa.eu/eli/reg/2024/2509/oj>).

³ Ibidem.

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 3 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 European Research Executive Agency (REA).

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 REA.

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 of the Treaty 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 of the Treaty 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 of the Treaty 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 of the Treaty 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 to 4 referred to in points 2.1.4., 2.1.5., 2.1.6. and 2.1.7. shall be launched before 31 January 2025. 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 2.1.8., as soon as possible after the beginning of that market disturbance.

The overall amount for information provision and promotion programmes to be awarded in 2025 amounts to EUR 132 000 000. This amount is split between:

(a) simple programmes: EUR 92 000 000;

(b) multi programmes: EUR 40 000 000.

The allocation for the simple programmes under shared management establishes the maximum amount that could be granted when selecting these programmes in 2025. 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 2025.

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

2.1.1. Background

The Commission is aiming at a balanced work programme, taking into account the relevant Union 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.

The 2025 annual work programme is the first annual work programme since the Political guidelines for the next Commission 2024-2029⁴, and, as such, it duly takes into account the overarching objectives of sustainability and competitiveness, as well as food security. Moreover, the work programme contributes to the Common Agricultural Policy (CAP)⁵ as well as to the Commission's Communications on 'the European Green Deal'⁶ and on

⁴ Political guidelines for the next Commission 2024-2029, Strasbourg, 18 July 2024: [Political Guidelines 2024-2029 | European Commission](#).

⁵ Regulation (EU) 2021/2115 of the European Parliament and of the Council of 2 December 2021 establishing rules on support for strategic plans to be drawn up by Member States under the common agricultural policy (CAP Strategic Plans) and financed by the European Agricultural Guarantee Fund (EAGF) and by the European Agricultural Fund for Rural Development (EAFRD) and repealing Regulations (EU) No 1305/2013 and (EU) No 1307/2013 (OJ L 435, 6.12.2021, p. 1, ELI: <http://data.europa.eu/eli/reg/2021/2115/oj>).

⁶ Communication from the Commission to the European Parliament, the European Council, the Council, the European Economic and Social Committee and the Committee of the Regions 'The European Green Deal', COM/2019/640 final.

‘Europe’s Beating Cancer Plan’⁷. In line with Europe’s Beating Cancer Plan, the 2025 annual work programme will continue to encourage a shift to a more plant-based diet.

The CAP and the European Green Deal aim to accelerate our transition to a competitive, healthy and environmentally-friendly sustainable food system that should (a) have a neutral or positive environmental impact, (b) help mitigate climate change (i.e. reduce greenhouse gas emissions and/or increase carbon removals) and adapt to its impacts, (c) reverse the loss of biodiversity, (d) improve the response of Union agriculture to societal demands on food, nutrition and public health, access to sufficient, safe, nutritious, sustainable food and (e) promote affordability of food, fostering competitiveness of the Union supply sector and promoting fair trade. Even though the Union 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, minimize fertilisation and water pollution, reduce greenhouse gas emissions and/or enhance carbon removals, develop organic farming and other sustainable practices such as precision farming, improve animal welfare, reverse biodiversity loss, facilitate transition to sustainable food consumption and citizen’s shift to healthy diets in line with national Food Based Dietary Guidelines⁸ (FBDG). The annual work programme’s orientation shall therefore include topics that highlight and favour products complying with these objectives such as advancing environmental sustainability of Union agriculture and animal welfare, and promoting the consumption of fresh fruit and vegetables in the context of balanced, healthy diets. It is expected that the promotion policy will, thus, significantly contribute to the objective of increasing sustainable production and consumption of agricultural products.

Furthermore, to stimulate sustainable consumption, promotion activities aimed at consumers on the internal market shall refer to and be in line with Food Based Dietary Guidelines of the targeted Member States. Adherence of promotion measures to the Member States’ Food Based Dietary Guidelines will strengthen the policy’s support to healthy diets as advised by these guidelines and thus contribute to the realisation of the Europe’s Beating Cancer Plan.

In addition, to encourage proposing organisations to put forward promotion programmes that support the objectives of the climate and environmental ambition of the CAP and the European Green Deal to promote sustainable agricultural production methods, the award criteria of the 2025 annual work programme include, under ‘relevance’, a 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 Common Agricultural Policy (CAP)⁹ and the European Green Deal, in particular on sustainability of production and consumption”, using as a reference the Food and Agriculture Organization of the United Nations (FAO)’s definition of sustainable agriculture¹⁰.

⁷ Communication from the Commission to the European Parliament and the Council ‘Europe’s Beating Cancer Plan’, COM/2021/44 final.

⁸ https://knowledge4policy.ec.europa.eu/health-promotion-knowledge-gateway/topic/food-based-dietary-guidelines-europe_en

⁹ [CAP at a glance - European Commission.](#)

¹⁰ Food and Agriculture Organization of the United Nations (FAO), Sustainability Assessment of Food and Agriculture systems (SAFA) [SAFA \(Sustainability Assessment of Food and Agriculture systems\) Guidelines \(version 3.0\) | FAO](#), definitions <http://www.fao.org/3/ai388e/AI388E05.htm>

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

The 2025 annual work programme shall 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.

2.1.2. Geographic priorities

Third country markets offer major growth potential. In order to define priorities for third country 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, paired 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:

ASIA:

- China and Southeast Asia remain attractive markets with promising prospects for increasing imports of Union agricultural products. This is due to continued Gross Domestic Product (GDP) growth, population growth and past as well as forecasted import growth. China and Southeast Asia make up a large share of world imports for all of agrifood products, which further underlines their importance as destinations for Union exports.
- Japan and South Korea continue to be relevant markets for Union agricultural products, including those products that benefit from a protected designation of origin or a protected geographical indication. These markets are characterised by a significant share of affluent consumers with interest for high quality and safe Union products.
- The reasons mentioned in the first and second indents, also make Singapore a destination with great export opportunities which have been further facilitated by the entry into force of the Union – Singapore free trade agreement. Singapore is a prime location for 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 Union economic presence in ASEAN will grow and the free-trade agreement between the Union and Vietnam, another ASEAN member, will strengthen that presence further.

AMERICAS:

- After the United Kingdom, North America absorbs the largest share of agricultural exports from the Union and remains an attractive market. The EU-Canada Comprehensive Economic and Trade Agreement (CETA) and the planned entry into force of the modernised Global Agreement with Mexico are an additional argument for paying strong attention to this region. The United States is attractive as it is a large market with substantial consumer interest in Union products.

- Central and South American countries do not show the greatest growth potential but may be attractive for specific products hence allowing Union producers to seek market diversification. While a prompt conclusion and ratification of the EU-Mercosur trade agreement is uncertain, Union promotion activities should not be neglected.

OTHERS:

Other geographical areas with identified potential for specific products include:

- The United Kingdom remains an important export market and the destination of 21 % of EU27 exports in 2021. The Union basket of agri-food products exported to the United Kingdom is diverse. As Union producers increasingly compete on the United Kingdom market with other major exporters, considerable emphasis on this market should be envisaged.
- Another important group of countries for Union agri-food trade remains in its close neighbourhood. This includes countries like Switzerland, Norway, Türkiye and others with whom the Union has preferential trade agreements.
- The Gulf Cooperation Council (GCC¹¹) countries continue to offer significant market opportunities for Union agri-food exports. The progressive opening of Saudi Arabia to international tourism offers further market opportunities for Union agri-food exports.
- Since the trade agreement between the European Union and New Zealand entered into force on 1 May 2024 and as negotiations with Australia are ongoing, Union exporters may want to anticipate new market opportunities for exporters.

As regards Russia and Belarus, no promotion activity shall be envisaged in those two countries given the current geo-political situation.

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 in this point.

2.1.3. 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 of healthy and sustainable food choices and new markets.

The action plan for the development of organic production¹², details the actions of promoting organic farming and the EU logo aiming to reach the target of 25 % utilised agricultural area under organic farming by 2030. In 2022, 10.5 % of agricultural area in the Union was under organic farming¹³. Promotion shall stimulate the 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 CAP that calls for the promotion policy to enhance its contribution to sustainable production and consumption. The Cancer Beating Plan also aims to create a favourable food environment that makes it easier to choose healthy diets. Furthermore, Regulation (EU) 2021/2115 concerning

¹¹ Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, United Arab Emirates

¹² <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A52021DC0141R%2801%29>

¹³ <https://ec.europa.eu/eurostat/statistics-explained/index.php?oldid=419176>

CAP Strategic Plans established voluntary schemes for the climate, the environment and animal welfare ('eco-schemes') that should in principle cover at least two of the areas of actions for the climate, the environment, animal welfare and combatting antimicrobial resistance.

Consumption of fruit and vegetables in the Union stands below the amount recommended by the World Health Organisation of at least 400g per day for adults. Promoting the consumption of fresh fruit and vegetables in the frame of healthy dietary practices is therefore justified and the annual work programme 2025 should continue to include specific topics dedicated to this objective. Moreover, this is in line with the Europe's Beating Cancer Plan, the Communication on the Future of Food and Farming¹⁴ and the HealthyLifestyle4All (HL4A) initiative¹⁵.

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

Type of actions: Grants following a call for proposals

Topics	Total amount planned	Priorities of the year, objectives pursued and expected results
<u>AGRIP-SIMPLE-2025-IM-EU QS*</u> Information provision and promotion programmes aiming at increasing the awareness and recognition of Union quality schemes referred to in Article 5(4), points (a) and (c), of Regulation (EU) No 1144/2014	EUR 9 000 000	The objective is to increase the awareness and recognition of the Union quality schemes, namely: (a) quality schemes: protected designation of origin (PDO), protected geographical indication (PGI), traditional specialty guaranteed (TSG) and optional quality terms; (b) the logo for quality agricultural products specific to the outermost regions of the Union. Information and promotion programmes on Union quality schemes should be a key priority in the internal market since such schemes provide consumers with assurances on the quality and characteristics of the product or the production process used, achieve added value for the products concerned and enhance their market opportunities. One of the expected results is to increase the levels of recognition of the logo associated with the Union quality schemes by the Union consumers and increased knowledge of the information the quality schemes aim

¹⁴ [Communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions 'The Future of Food and Farming'](#), COM/2017/0713 final.

¹⁵ <https://eur-lex.europa.eu/legal-content/EN/TXT/?qid=1519209744621&uri=CELEX:52017DC0713>
<https://sport.ec.europa.eu/healthylifestyle4all>

Topics	Total amount planned	Priorities of the year, objectives pursued and expected results
		to provide. According to Special Eurobarometer 520¹⁶, only 16 % of Europeans consumers recognize the logos of products that benefit from a protected designation of origin (PDO), 22 % recognise a protected geographical indication (PGI), and 16 % recognise a traditional specialty guaranteed (TSG), these being the main Union quality schemes. The expected ultimate impact is to increase awareness of the Union quality scheme and to enhance the competitiveness and consumption of products registered under a Union quality scheme, raise their profile and increase their market share.
<u>AGRIP-SIMPLE-2025-IM-ORGANIC*</u> Information provision and promotion programmes aiming at increasing the awareness and recognition of Union quality scheme on organic production method referred to in Article 5(4), point (b), of Regulation (EU) No 1144/2014	EUR 10 000 000	The objective is to increase the awareness and recognition of the Union quality scheme on organic production. Information and promotion programmes on the Union quality scheme on organic production method should be a key priority in the internal market since this scheme provides consumers with assurances on the sustainability, quality and characteristics of the product and the production process used and the environmental benefits they generate, thereby achieving added value for the products concerned and enhancing their market opportunities. One of the expected results is to further increase the levels of recognition of the EU organic logo by the Union consumers and increased knowledge of the information the organic logo aims to provide. According to Special Eurobarometer 520, 61 % of Union consumers recognize the EU logo of organic farming. The expected ultimate impact is to increase awareness of the Union quality scheme on organic production and to enhance the competitiveness and consumption of organic products, raise their profile and increase

¹⁶

Europeans, Agriculture and the CAP, <https://europa.eu/eurobarometer/surveys/detail/2665>

Topics	Total amount planned	Priorities of the year, objectives pursued and expected results
		their market share.
<u>AGRIP-SIMPLE-2025-IM- SUSTAINABLE*</u> Information provision and promotion programmes aiming at increasing the awareness of Union sustainable agriculture and animal welfare	EUR 6 000 000	The objective is to highlight the sustainability of Union agriculture, stressing its beneficial role for the climate, the environment and animal welfare. The production method(s) of the promoted product(s) shall cover at least two of the areas of actions listed in Article 31(4) of Regulation (EU) 2021/2115 while respecting the conditions laid down in paragraph 5 of that Article. The expected ultimate impact is to increase the awareness of the Union sustainable agriculture practices beneficial for the climate, the environment and animal welfare by the European consumers and to enhance the competitiveness and consumption of sustainably produced agri-food products in the Union, raise their profile and increase their market share.
<u>AGRIP-SIMPLE-2025-IM-FRESH FRUIT AND VEGETABLES*.</u> ** 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	EUR 9 100 000	The Commission is committed to promoting balanced and healthy dietary practices¹⁸. Actions shall highlight the benefits of consuming fresh fruit and vegetables in a balanced diet. The messages could notably focus on aiming at having at least 5 portions of a variety of fruit and vegetables each day; knowing the place of fruit and vegetables in the food pyramid, and understanding the beneficial impact of fruit and vegetable consumption on health. The objective is to increase the consumption of Union fresh fruit and vegetables by informing consumers about balanced and healthy dietary practices. The expected ultimate impact is to enhance the competitiveness and consumption of the concerned Union agri-food products, raise their profile and increase their market share.

Topics	Total amount planned	Priorities of the year, objectives pursued and expected results
European Parliament and of the Council ¹⁷ .		
<u>AGRIP-SIMPLE-2025-IM-CHARACTERISTICS*</u> 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 referred to in Article 5(4), point (d), of Regulation (EU) No 1144/2014.	EUR 5 000 000	The objective is to highlight at least one of the specific features of agricultural production methods in the Union, particularly in terms of food safety, traceability, authenticity, labelling, nutritional and health aspects, animal welfare, respect for the environment and sustainability (including climate benefits such as greenhouse gas emissions reduction and/or increase in carbon removals), and the characteristics of agricultural and food products, particularly in terms of their quality, taste, diversity or traditions. The expected ultimate impact is to increase the awareness of the merits of Union agricultural products by the Union consumers and to enhance the competitiveness and consumption of Union agri-food products, raise their profile and increase their market share.

* All visual information and promotion material used must include a reference to the national Food Based Dietary Guidelines¹⁹ (FBDG) of the targeted Member State/s for the promoted product/s.

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

2.1.5. Actions under thematic priority 2: **simple programmes in third countries**²⁰

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 Union agri-food products and quality schemes referred to in Article 5(4), point (d), of Regulation (EU) No 1144/2014, and/or information programmes aiming at increasing the awareness and recognition of Union quality schemes referred to in Article 5(4), points (a), (b) and (c), of Regulation (EU) No 1144/2014. Applicants may notably consider targeting the most encouraging markets identified under point 2.1.2..

¹⁸ COM(2007) 279 final, 30.5.2007.

¹⁷ Regulation (EU) No 1308/2013 of the European Parliament and of the Council of 17 December 2013 establishing a common organisation of the markets in agricultural products and repealing Council Regulations (EEC) No 922/72, (EEC) No 234/79, (EC) No 1037/2001 and (EC) No 1234/2007 (OJ L 347, 20.12.2013, p. 671, ELI: <http://data.europa.eu/eli/reg/2013/1308/oj>).

¹⁹ https://knowledge4policy.ec.europa.eu/health-promotion-knowledge-gateway/food-based-dietary-guidelines-europe-source-documents-food_en

²⁰ 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>

Type of actions: Grants following a call for proposals

Topics	Total amount planned	Priorities of the year, objectives pursued and expected results
<u>AGRIP-SIMPLE-2025-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, Southeast Asia or South Asia ²¹	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 and the aims listed in Articles 2 and 3, respectively, of Regulation (EU) No 1144/2014 highlighting in particular the specific features of agricultural production methods in the Union, particularly in terms of food safety, traceability, authenticity, labelling, nutritional and health aspects, animal welfare, respect for the environment and sustainability (including climate benefits such as the greenhouse gas emissions reduction and/or increase in carbon removals), and the characteristics of agricultural and food products, particularly in terms of their quality, taste, diversity or traditions. The expected ultimate impact is to enhance the competitiveness and consumption of Union agri-food products, raise their profile and increase their market share in these targeted countries.
<u>AGRIP-SIMPLE-2025-TC-AMERICAS</u> Information provision and promotion programmes targeting one or more of the following countries: Canada, United States or Mexico.	EUR 9 300 000	
<u>AGRIP-SIMPLE-2025-TC-OTHERS*</u> Information provision and promotion programmes targeting other geographical areas	EUR 17 300 000	
<u>AGRIP-SIMPLE-2025-TC-ORGANIC* OR SUSTAINABLE*, **</u> Information provision and promotion programmes concerning the organic products under Union	EUR 5 000 000	The objective is to increase the awareness and recognition of the Union quality scheme on organic production. Information and promotion programmes on the Union quality scheme on organic production method should be a key priority since this scheme provides consumers

²¹ The composition of regions follows the United Nations country and regional classification. For more details on the list of countries composing the geographical areas, see: <https://unstats.un.org/unsd/methodology/m49/>

Topics	Total amount planned	Priorities of the year, objectives pursued and expected results
quality scheme referred to in Article 5(4), point (b), of Regulation (EU) No 1144/2014 in any third country/ies or Information provision and promotion programmes aiming at increasing the awareness of Union sustainable agriculture and animal welfare in any third country/ies		with assurances on the sustainability, quality and characteristics of the product and the production process used and the environmental benefits they generate, thereby achieving added value for the products concerned and enhancing their market opportunities. The expected ultimate impact is to increase awareness of the Union quality scheme on organic production and to enhance the competitiveness and consumption of organic products, raise their profile and increase their market share. The objective is to highlight the sustainability of Union agriculture, stressing its beneficial role for the climate, the environment and animal welfare. The production method(s) of the promoted product(s) shall cover at least two of the areas of actions listed in Article 31(4) of Regulation (EU) 2021/2115 while respecting the conditions laid down in paragraph 5 of the said Article. The expected ultimate impact is to increase the awareness of the Union sustainable agriculture practices beneficial for the climate, the environment and animal welfare by the European consumers and to enhance the competitiveness and consumption of sustainably

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

* Programmes targeting least-developed countries (LDCs) according to the UN list available at https://www.un.org/development/desa/dpad/wp-content/uploads/sites/45/publication/lcd_list.pdf should be coherent with Union development objectives. Applicants shall be asked to submit their own assessment explaining why the proposed promotion programme does not adversely affect Union development policy goals in the least-developed country targeted by the promotion programme. This assessment shall be examined under the award criterion “Relevance”.

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

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

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

Type of actions: Grants following a call for proposals

Topics	Total amount planned	Priorities of the year, objectives pursued and expected results
<u>AGRIP-MULTI-2025-IM*</u> – Information provision and promotion programmes aiming at increasing the awareness and recognition of Union quality schemes referred to in Article 5(4), points (a) and (c), of Regulation (EU) No 1144/2014 or – Information provision and promotion programmes highlighting the specific features of	EUR 3 100 000	– For information provision and promotion programmes aiming at increasing the awareness and recognition of Union quality schemes referred to in Article 5(4), points (a) and (c), of Regulation (EU) No 1144/2014: The objective is to increase the awareness and recognition of the Union quality schemes, namely: (a) quality schemes: protected designation of origin (PDO), protected geographical indication (PGI), traditional speciality guaranteed (TSG) and optional quality terms; (b) the logo for quality agriculture products specific to the outermost regions of the

Topics	Total amount planned	Priorities of the year, objectives pursued and expected results
agricultural methods in the Union and the characteristics of Union agri-food products, and quality schemes referred to in Article 5(4), point (d), of Regulation (EU) No 1144/2014		Union. One of the expected results is to increase the levels of recognition of the logo associated with the Union quality schemes by the Union consumers and increased knowledge of the information the quality schemes aim to provide. According to Special Eurobarometer 520, only 16 % of Europeans consumers recognize the logos of products that benefit from a protected designation of origin (PDO), 22 % recognise a protected geographical indication (PGI), and 16 % recognise a traditional specialty guaranteed (TSG), these being the main Union quality schemes. The expected ultimate impact is to increase awareness of the Union quality scheme and to enhance the competitiveness and consumption of Union agri-food products registered under a Union quality scheme, raise their profile and increase their market share. – For information provision and promotion programmes highlighting the specific features of agricultural methods in the Union and the characteristics of Union agri-food products and quality schemes referred to in Article 5(4), point (d), of Regulation (EU) No 1144/2014. The objective is to highlight at least one of the specific features of agricultural production methods in the Union, particularly in terms of

Topics	Total amount planned	Priorities of the year, objectives pursued and expected results
		food safety, traceability, authenticity, labelling, nutritional and health aspects, animal welfare, respect for the environment and sustainability (including climate benefits such as the greenhouse gas emissions reduction and/or increase in carbon removals) and the characteristics of agricultural and food products, particularly in terms of their quality, taste, diversity or traditions. The expected 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.
<u>AGRIP-MULTI-2025-IM-ORGANIC*</u> Information provision and promotion programmes aiming at increasing the awareness and recognition of Union quality scheme on organic production method referred to in Article 5(4), point (b), of Regulation (EU) No 1144/2014	EUR 5 400 000	The objective is to increase the awareness and recognition of the Union quality scheme on organic production. Information and promotion programmes on the Union quality scheme on organic production method should be a key priority in the internal market since this scheme provides consumers with assurances on the sustainability, quality and characteristics of the product and the production process used, the environmental benefits they generate, thereby achieving added value for the products concerned and enhancing their market opportunities. One of the expected results is to further increase the levels of recognition of the EU organic logo by the Union consumers and increased knowledge of the information the

Topics	Total amount planned	Priorities of the year, objectives pursued and expected results
		organic logo aims to provide. According to Special Eurobarometer 520, 61 % of Union consumers recognize the EU logo of organic farming. The expected ultimate impact is to increase awareness of the Union quality scheme on organic production and to enhance the competitiveness and consumption of organic products, raise their profile and increase their market share.
<u>AGRIP-MULTI-2025-IM-SUSTAINABLE*</u> Information provision and promotion programmes increasing the awareness of Union sustainable agriculture and animal welfare	EUR 7 400 000	The objective is to highlight the sustainability of Union agriculture, stressing its beneficial role for the climate, the environment and animal welfare. The production method(s) of the promoted product(s) shall cover at least two of the areas of actions listed in Article 31(4) of Regulation (EU) 2021/2115 while respecting the conditions laid down in paragraph 5 of the said Article. The expected ultimate impact is to increase the awareness of the Union sustainable agriculture practices beneficial for the climate, the environment and animal welfare by the European consumers and to enhance the competitiveness and consumption of sustainably produced agri-food products in the Union, raise their profile and increase their market share.
<u>AGRIP-MULTI-2025-IM-FRESH FRUIT AND VEGETABLES*, **</u> Information provision and promotion programmes aiming at increasing the consumption of fresh fruit	EUR 3 600 000	The Commission is committed to promoting balanced and healthy dietary practices²². 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

²²

COM(2007) 279 final, 30.5.2007.

Topics	Total amount planned	Priorities of the year, objectives pursued and expected results
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		and vegetables each day; knowing the place of fruit and vegetables in the food pyramid, and understanding the beneficial impact of fruit and vegetable consumption on health. The objective is to increase the consumption of Union fresh fruit and vegetables by informing consumers about balanced and healthy dietary practices. The expected ultimate impact is to enhance the competitiveness and consumption of the concerned Union agri-food products, raise their profile and increase their market share.

* All visual information and promotion material used shall include a reference to the national Food Based Dietary Guidelines²³ (FBDG) of the targeted Member State/s for the promoted product/s.

** Multi programme proposals on 'Fruit and vegetables' for the internal market are also eligible under topic AGRIP-MULTI-2025-IM. In that case, the message of campaigns on fruit and vegetables under topic AGRIP-MULTI-2025-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 another or other products).

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

Type of actions: Grants following a call for proposals

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 point 2.1.2..

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 Union agri-food products and quality schemes referred to in Article 5(4), point (d), of Regulation (EU) No 1144/2014, and/or information programmes aiming at increasing the awareness and recognition of Union quality schemes referred to in Article 5(4), points (a), (b) and (c), of Regulation (EU) No 1144/2014.

Topic AGRIP-MULTI-2025-TC-ORGANIC is dedicated for multi programmes concerning the organic products under Union quality scheme referred to in Article 5(4), point (b), of Regulation (EU) No 1144/2014 in any third country/ies.

²³ https://knowledge4policy.ec.europa.eu/health-promotion-knowledge-gateway/food-based-dietary-guidelines-europe-source-documents-food_en

Topics	Total amount planned	Priorities of the year, objectives pursued and expected results
<u>AGRIP-MULTI-2025-TC-ALL*</u> Information provision and promotion programmes targeting any third country(ies)	EUR 12 500 000	The information and promotion programmes shall target one or several third countries. The objectives of these programmes shall comply with the general and specific objectives set out and the aims listed in Articles 2 and 3, respectively, of Regulation (EU) No 1144/2014 highlighting in particular the specific features of agricultural production methods in the Union, particularly in terms of food safety, traceability, authenticity, labelling, nutritional and health aspects, animal welfare, respect for the environment and sustainability (including climate benefits such as the greenhouse gas emissions reduction and/or increase in carbon removals), and the characteristics of agricultural and food products, particularly in terms of their quality, taste, diversity or traditions. The expected ultimate impact is to enhance the competitiveness and consumption of Union agri-food products, raise their profile and increase their market share in these targeted countries.
<u>AGRIP-MULTI-2025-TC-ORGANIC*,** OR SUSTAINABLE*</u> Information provision and promotion programmes concerning the organic products under Union quality scheme referred to in Article 5(4), point (b), of Regulation (EU) No 1144/2014 in any	EUR 3 000 000	The objective is to increase the awareness and recognition of the Union quality scheme on organic production. Information and promotion programmes on the Union quality scheme on organic production method should be a key priority since this scheme provides consumers with assurances on the sustainability, quality and characteristics of the product and the production process used and the environmental benefits they generate, thereby

third country/ies or Information provision and promotion programmes increasing the awareness of Union sustainable agriculture and animal welfare in any third country/ies		achieving added value for the products concerned and enhancing their market opportunities. The expected ultimate impact is to increase awareness of the Union quality scheme on organic production and to enhance the competitiveness and consumption of organic products, raise their profile and increase their market share. The objective is to highlight the sustainability of Union agriculture, stressing its beneficial role for the climate, the environment and animal welfare. The production method(s) of the promoted product(s) shall cover at least two of the areas of actions listed in Article 31(4) of Regulation (EU) 2021/2115 while respecting the conditions laid down in paragraph 5 of that Article. The expected ultimate impact is to increase the awareness of the Union sustainable agriculture practices beneficial for the climate, the environment and animal welfare by consumers and to enhance the competitiveness and consumption of sustainably produced agri-food products in the Union, raise their profile and increase their market share.
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* Programmes targeting least-developed countries (LDCs) according to the UN list available at https://www.un.org/development/desa/dpad/wp-content/uploads/sites/45/publication/lcd_list.pdf should be coherent with Union development objectives Applicants shall be asked to submit their own assessment explaining why the proposed promotion programme does not adversely affect Union development policy goals in the least-developed country targeted by the promotion programme. This assessment shall be examined under the award criterion “Relevance”.

**** Multi programmes promoting organic products in third countries shall apply under topic AGRIP- MULTI-2025-TC-ORGANIC. They cannot apply under topic AGRIP-MULTI-2025-TC-ALL, except if organic products are combined with other products.**

2.1.8. *Actions in case of serious market disturbance, loss of consumer confidence or other specific problems with an additional calls for proposals via **simple programmes and 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 simple and multi programmes in third countries.

Description of the activities to be funded under the calls 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 calls for proposals would be published shortly after the beginning of the market disturbance, loss of consumer confidence or other specific problems.

Indicative allocation:

- For simple programmes: EUR 5 000 000.
- For multi programmes: EUR 5 000 000.

3. PROCUREMENT (MEASURES ON THE INITIATIVE OF THE COMMISSION)

Funds from the previous year may be mobilized for the implementation of this action, in line with the applicable provisions of the Financial Regulation.

It covers activities such as communication campaigns in third countries including participation with an Union pavilion in major agri-food trade fairs in third countries, organisation of business delegation visits to third countries, provision of technical support services, development of market entry handbooks for exporters, 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 Union 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 in this point encompasses:

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 Union transition to a sustainable food system with media, businesses and consumers in the third countries in question.

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

Beside communication campaigns, it may be decided to:

- participate in up to five 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 wish to exhibit their products at the pavilion may be planned.
- organise up to ten events taking the form of study visits to the Union or seminars organised in third countries covered by priority geographical areas listed under the annual work programme.

Communication tools may comprise online and offline materials.

Development of new and/or update of existing market entry handbooks for Union agri-food exporters (up to 10 handbooks).

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;
3rd quarter: up to 6 specific contracts;
4th quarter: up to 4 specific contracts.

Implementation

Implementation by REA and DG AGRI (Directorate-General for Agriculture and Rural Development).

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) promoting the calls for proposals and improving knowledge of Union rules concerning programme development, applications 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 web pages, market research, country and statistical reports as well as other communication activities, such as organisation of events (e.g. info day).

Type of contract

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

Indicative number of contracts envisaged: 1 to 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 REA.

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

Article 2(2), point (e), and Article 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 the 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 REA.

4. OTHER ACTIONS OR EXPENDITURE

4.1. Experts

Legal basis

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

Articles 203 and 242 of Regulation (EU, Euratom) 2024/2509

Budget line

08.02.03.03

Indicative amount

Funds from the previous year may be mobilized for the implementation of this action, in line with the applicable provisions of the Financial Regulation.

Subject matter of the contracts envisaged

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

Experts to provide technical assistance in the context of monitoring of implementation of on-going multi programmes.

Type of contract

Selection of experts from experts included in AMI (appel à manifestation d'intérêt) list.

Indicative number of contracts envisaged: 120.

Indicative timeframe for contracting external experts

First quarter of 2025: 0

Second quarter of 2025: 60

Third quarter of 2025: 10

Fourth quarter of 2025: 50

Implementation

Implementation by REA.

4.2. Service Level Agreement

Legal basis

Article 15(5) of Regulation (EU) No 1144/2014
Article 203 of Regulation (EU, Euratom) 2024/2509

Budget line

08.02.03.03

Indicative amount

Funds from the previous year may be mobilized for the implementation of this action, in line with the applicable provisions of the Financial Regulation.

Subject matter of the service level agreement envisaged

Translations in the context of the evaluation of proposals submitted following the calls for proposals launched in implementation of the present work programme.

Indicative number envisaged: One service level agreement with the “Translation centre for the bodies of the European Union”

Implementation

Implementation by REA.

ANNEX II

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

Regulation (EU, Euratom) 2024/2509 applies to the evaluation of the simple programmes.

Proposals shall be evaluated on the basis of 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 in point (2) of this Annex.
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 shall 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 199 of Regulation (EU, Euratom) 2024/2509. Those legal persons shall:

- (a) be one or more of the proposing organisations listed in Article 7(1), points (a), (c) or (d), of Regulation (EU) No 1144/2014;
- (b) comply with conditions set out in Article 1 of Commission Delegated Regulation (EU) 2015/1829²⁴ except for its paragraph 3²⁵.

In case several proposals submitted under the simple and/or multi call are successfully evaluated, thus leading to a breach of Article 1(4) of Delegated Regulation (EU) 2015/1829, the Commission retains the right to decide which proposal(s) are to be funded.

Moreover:

- (a) proposals shall only cover products and schemes referred to 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 shall 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

²⁴ 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, ELI: http://data.europa.eu/eli/reg_del/2015/1829/oj).

²⁵ Article 1(3) of Delegated Regulation (EU) No 2015/1829 constitutes a separate criterion, which is reflected in point (3) Operational and financial capacity of this Annex.

signature of the contract (see Article 10 of Commission Implementing Regulation (EU) 2015/1831²⁶);

- (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, be of significant scale and have a Union dimension; more specifically, proposals 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, 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 Council²⁷, 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;
- (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 shall not be in any of the situations of exclusion listed in Article 138 of Regulation (EU, Euratom) 2024/2509.

(3) Financial and operational capacity

Proposing organisations shall 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 shall 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 3 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 shall be applied:

- relevance (25 points out of 100; threshold 15);
- quality (50 points out of 100; threshold 30);

²⁶ 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, ELI: http://data.europa.eu/eli/reg_impl/2015/1831/oj).

²⁷ 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, ELI: <http://data.europa.eu/eli/reg/2006/1924/oj>).

- 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 points 2.1.4. and 2.1.5. 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, to the 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 and the European Green Deal, in particular concerning the sustainability of food 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.

- Quality:

- (a) suitable choice of activities with respect to objectives and programme strategy, adequate communication mix, and 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 the 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 proposals which allow for diversification in terms of products or targeted markets shall be prioritised. This means that, between *ex aequo* proposals, the Commission shall first select the one whose content (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. The Commission shall first compare the scores for 'Relevance', then for 'Impact', and finally for 'Quality'. This principle also applies, *mutatis mutandis*, to merged ranked lists constituted following the reallocation of planned amounts across the call topics (see point 5(c) of this Annex).

(5) Criteria for reallocation of remaining planned amounts

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

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

The order of the ranked lists shall be strictly followed.

ANNEX III

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

Regulation (EU, Euratom) 2024/2509 applies to the evaluation of the multi programmes.

Proposals shall be evaluated on the basis of 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 in point (2) of this Annex.
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 shall 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 199 of Regulation (EU, Euratom) 2024/2509. Those legal persons shall:

- (a) be at least two of the proposing organisations referred to in Article 7(1), points (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), point (b), of Regulation (EU) No 1144/2014;
- (b) comply with conditions set out in Article 1 of Delegated Regulation (EU) 2015/1829 except for its paragraph 3²⁸.

In case several proposals submitted under the simple and/or multi call are successfully evaluated, thus leading to a breach of Article 1(4) of Delegated Regulation (EU) 2015/1829, the Commission retains the right to decide which proposal(s) are to be funded.

Moreover:

- (a) proposals shall only cover products and schemes referred to 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 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;

²⁸ Paragraph 3 of Article 1 of Delegated Regulation (EU) 2015/1829 constitutes a separate criterion, which is reflected in point (3) Operational and financial capacity of this Annex.

- (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, 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 shall not be in any of the situations of exclusion listed in Article 138 of Regulation (EU, Euratom) 2024/0509.

(3) Financial and operational capacity

Proposing organisations shall 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 shall 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 shall be applied:

- relevance (25 points out of 100; threshold 15);
- 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 points 2.1.6. and 2.1.7. 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 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 and the European Green Deal, in particular concerning the 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.
- Quality:
 - (a) suitable choice of activities with respect to objectives and programme strategy, adequate communication mix, and 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. This means that between *ex aequo* proposals, the Commission shall first select the one whose content (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 shall first compare the scores for ‘Relevance’, then for ‘Impact’, and finally for ‘Quality’. This principle also applies *mutatis mutandis*, to merged ranked lists constituted following the reallocation of planned amounts across the call topics (see point 5(c) of this Annex).

(5) Criteria for reallocation of remaining planned amounts

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

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

The order of the ranked lists shall be strictly followed.