



# Draft 2021 Annual Work Programme

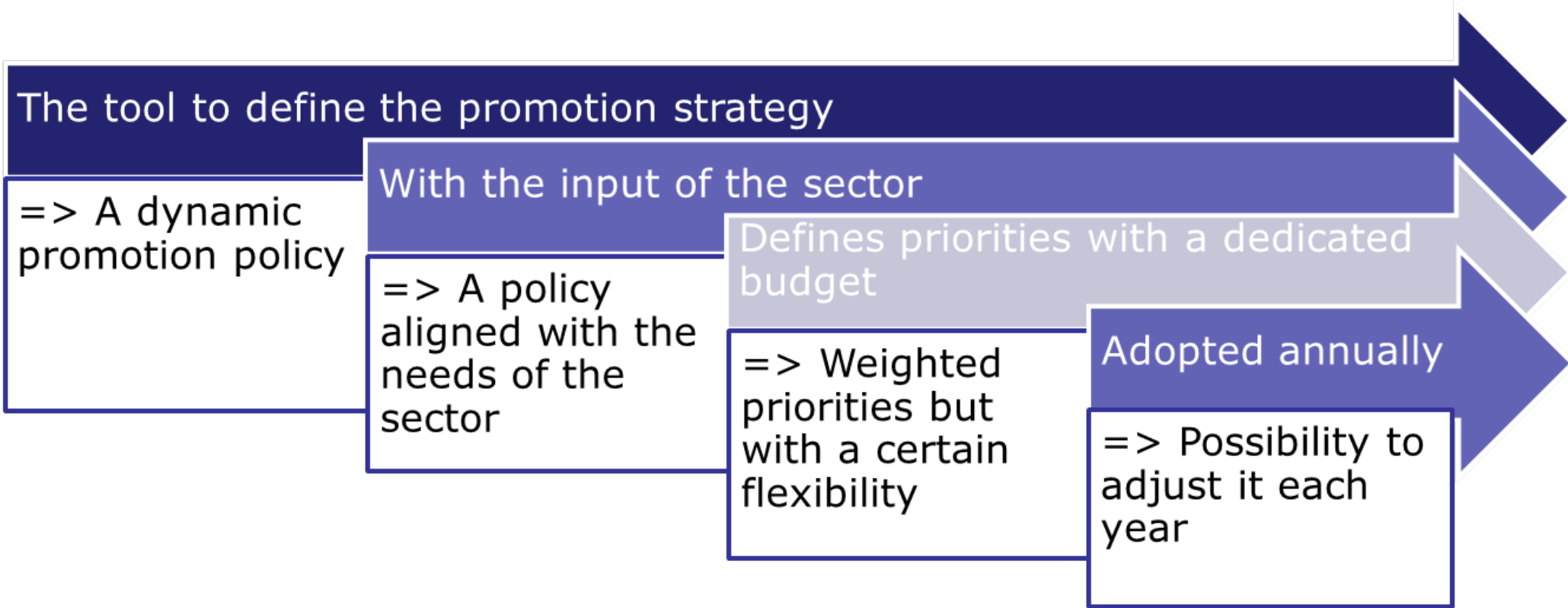
Civil Dialogue Group – Promotion, 3 July 2020

*DG Agriculture and Rural Development*

# DISCLAIMER

- This presentation has been prepared by DG AGRI in order to facilitate the discussion in the Civil Dialogue Group
- The draft Annual work programme has not yet been validated and may be subject to change

# What is an 'Annual work programme' ?



# Budget

Available budgeted for 2020 AWP is EUR 182.9 million in total, out of which:

- EUR 86 million for "simple" promotion programmes
- EUR 87.4 million for "multi" promotion programmes
- EUR 9.5 million for Commission's own initiatives

# How did we draft the AWP 2021?

- The objectives of the Regulation itself: (i) increase the number of activities aimed at third countries where there is the highest potential of growth and (ii) in the internal market, inform consumers about the high standards of EU products, notably the EU quality logos
- For third countries, a macro-economic analysis on projected increase in imports on existing or emerging markets, as well as a policy evaluation on FTAs or expected removal of SPS barriers
- Contributions from stakeholders, consulted through Civil Dialogue Groups
- Farm-to-fork strategy
- Results of previous calls (submissions' rates)

# Simple programmes

<b>SIMPLE PROGRAMMES</b>	<b>86</b>
<b>Simple programmes in the Internal market</b>	<b>20</b>
<u>Topic 1.</u> Programmes on EU quality schemes (GIs, RUP logo)	7
<u>Topic 2.</u> Programmes to promote organic products	5
<u>Topic 3.</u> Programmes highlighting the specific features of agricultural production methods in the Union (food safety, traceability, authenticity, labelling, nutritional and health aspects, animal welfare, sustainability...) and the characteristics of EU products in terms of quality, taste, diversity or traditions	8
<b>Simple programmes in Third Countries</b>	<b>61</b>
<u>Topic 4.</u> China, Japan, Korea, South East Asia, Southern Asia	21
<u>Topic 5.</u> Canada, USA, Mexico	13
<u>Topic 6.</u> Other geographical areas	17
<u>Topic 7.</u> Programmes to promote organic products in any third country/ies	10
<b>Simple programmes for market disturbance/additional call for proposals</b>	<b>5</b>

# Multi programmes

<b>MULTI PROGRAMMES</b>	<b>87,4</b>
<b>Multi programmes in the internal market</b>	<b>41,2</b>
<u>Topic A.</u> Programmes on EU quality schemes (GIs, outermost region logo) <b>OR</b> Programmes highlighting the specific features of agricultural production methods in the Union (food safety, traceability, authenticity, labelling, nutritional and health aspects, animal welfare...) and the characteristics of EU products in terms of quality, taste, diversity or traditions	8,2
<u>Topic B.</u> Programmes to promote organic products	15
<u>Topic C.</u> Programmes to increase the awareness of EU sustainable agriculture and the role of the agri-food sector for climate action and the environment	10
<u>Topic D.</u> Programmes aiming at increasing the consumption of fresh fruit and vegetables in the internal market in the context of balanced and proper dietary practice	8
<b>Multi programmes in third countries</b>	<b>41,2</b>
<u>Topic E.</u> Programmes on EU quality schemes (GIs, outermost region logo) <b>OR</b> Programmes highlighting the specific features of agricultural production methods in the Union (food safety, traceability, authenticity, labelling, nutritional and health aspects, animal welfare, sustainability...) and the characteristics of EU products in terms of quality, taste, diversity or traditions.	31,2
<u>Topic F.</u> Programmes to promote organic products in any third country/ies	10
<b>Multi programmes for market disturbance/additional call for proposals</b>	<b>5</b>

# Procedure – Timetable for 2021 AWP

- 03/07/2020: Presentation with Civil Dialogue Group
- Member States contributions by 15/07/2020 at [AGRI-B1-PROMOTION@ec.europa.eu](mailto:AGRI-B1-PROMOTION@ec.europa.eu)
- 28/09/2020: Discussion in the Committee
- 23/10/2020: Vote in the Committee
- November 2020: Adoption by the Commission
- January 2021: Publication of the calls for proposals