



Covid-19 outbreak implications

Civil Dialogue Group – Promotion, 3 July 2020

DG Agriculture and Rural Development

1. On the 2020 calls for proposals

- Deadline for submission of proposal extended till 3 June 2020

2. On the implementation of promotion programmes

- FAQ updated

[2.3.16 Covid-19 outbreak is affecting my promotion programme. What are the options for adapting its implementation?](#)

[2.3.17 Can I suspend the implementation of my promotion programme?](#)

[2.3.18 In case of cancellation due to force majeure of events foreseen in my promotion programme, will the competent authority consider the related costs as eligible?](#)

- Guidance on suspension and termination of simple promotion programmes in case of *force majeure*

https://ec.europa.eu/chafea/agri/sites/chafea/files/guidance-simple-programmes-terminations-ga_en.pdf

3. Additional calls for proposals (1/2)

- Annual Work Programme for 2020:
 - Actions in case of serious market disturbance, loss of consumer confidence or other specific problems
 - Complementary to exceptional measures taken in accordance with Part V, Chapter 1 of Regulation (EU) No 1308/2013 and when the promotion actions would be an adequate response to the event
 - €5 million for multi programmes and €5 million for simple programmes, both of 1 year duration
 - 85 % of the eligible expenditure

3. Additional calls for proposals (2/2)

- The 2 calls published:
https://ec.europa.eu/research/participants/data/ref/other_eu_prog/agriprod/wp-call/call-fiche_agri-multi-2020-crisis_en.pdf
https://ec.europa.eu/research/participants/data/ref/other_eu_prog/agriprod/wp-call/call-fiche_agri-simple-2020-crisis_en.pdf
- Sectors: fruit and vegetables; wine; live plants; milk and milk products; potatoes for transformation.
- Programmes to be implemented in the internal market or in any third country
- Indicative timetable:

Deadline for submitting applications	27/08/2020 17:00 CET
Selection decision	November 2020
Starting date of the action	> 01/01/2021