

WORKING DOCUMENT

COMMISSION IMPLEMENTING DECISION

of [...]

on the adoption of the work programme for 2016 and on the financing of information
provision and promotion measures concerning agricultural products implemented in the
internal market and in third countries

DISCLAIMER

This working document has been prepared by DG AGRI staff in order to facilitate the
discussion in the Committee. It has not yet been subject of an inter-service consultation nor
revised by DG BUDG nor by the Legal Service

THE EUROPEAN COMMISSION,

Having regard to the Treaty on the Functioning of the European Union,

Having regard to 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 3/2008¹, and in particular Article 8 thereof,

Having regard to Regulation (EU, Euratom) No 966/2012 of the European Parliament and of the Council of 25 October 2012 on the financial rules applicable to the general budget of the Union and repealing Council Regulation (EC, Euratom) No 1605/2002², and in particular Article 84(2) thereof,

Whereas:

- (1) Pursuant to Regulation (EU) No 1144/2014, both direct and shared management are to be used for the implementation of information provision and promotion measures.
- (2) Pursuant to Article 15(7) of Regulation (EU) 1144/2014, simple programmes are implemented by the Member States under shared management.
- (3) Pursuant to Article 16(2) of Regulation (EU) 1144/2014, multi programmes are implemented by the Commission under direct management, as well as measures on the initiative of the Commission.
- (4) In order to ensure the implementation of the information and promotion measures it is necessary to adopt the work programme for 2016 in accordance with Article 8 of Regulation (EU) 1144/2014 which covers simple programmes, multi programmes as well as measures on the initiative of the Commission.
- (5) For the appropriations under direct management it is necessary to adopt also a financing decision. Article 94 of Commission Delegated Regulation (EU) No 1268/2012⁴ establishes detailed rules on financing decisions.
- (6) For appropriations under direct management, it is necessary to allow for the payment of interest due for late payment on the basis of Article 92 of Regulation (EU, Euratom) No 966/2012 and Article 111(4) of Delegated Regulation (EU) No 1268/2012.
- (7) In order to allow for flexibility in the implementation of the work programme, it is appropriate to define the term 'substantial change' within the meaning of Article 94(4) of Delegated Regulation (EU) No 1268/2012.
- (8) As provided for in Article 8(1) of Regulation (EU) 1144/2014, the work programme shall provide for specific temporary arrangements to react to serious market disturbance or loss of consumer confidence.
- (9) The Commissions consulted the Civil Dialogue Group on Quality and Promotion of 21 November 2014 and received contributions from stakeholders.

Deleted: Having regard to Regulation (EU) No 1306/2013 of the European Parliament and of the Council of 17 December 2013 on the financing, management and monitoring of the common agricultural policy and repealing Council Regulations (EEC) No 352/78, (EC) No 165/94, (EC) No 2799/98, (EC) No 814/2000, (EC) No 1290/2005 and (EC) No 485/2008³ thereof,

Deleted: It should be possible under specific conditions to awards grants without a call for proposals.

¹ OJ L 317, 4.11.2014, p. 56–70.

² OJ L 298, 26.10.2012, p. 1.

⁴ Commission Delegated Regulation (EU) No 1268/2012 of 29 October 2012 on the rules of application of Regulation (EU, Euratom) No 966/2012 of the European Parliament and of the Council on the financial rules applicable to the general budget of the Union (OJ L 362, 31.12.2012, p. 1).

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- (10) The measures provided for in this Decision are in accordance with the opinion of the Committee for the Common Organisation of the Agricultural Markets established by Article 229 of Regulation (EU) No 1308/2013.

HAS DECIDED AS FOLLOWS:

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Article 1
The work programme

The annual work programme for the implementation of the information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries for 2016, as set out in the Annex, is adopted.

For appropriations under budget line 05 02 10 02, the annual work programme constitutes a financing decision within the meaning of Article 84 of Regulation (EU, Euratom) No 966/2012.

Article 2

Union contribution for multi programmes and measures on the initiative of the Commission

The maximum Union contribution for the implementation of multi programmes and measures on the initiative of the Commission for 2016 is set at EUR [16.000.000], and shall be financed from the appropriations entered in budget line 05 02 10 02 of the general budget of the Union for 2016.

The appropriations provided for in the first paragraph may also cover interest due for late payment.

The implementation of this Decision is subject to the availability of the appropriations provided for in the draft general budget of the Union for 2016, following the adoption of that budget by the budgetary authority or as provided for in the system of provisional twelfths.

Article 3

Total amount for simple programmes

The total amount foreseen for decisions on simple programmes for 2016 is set at EUR [67.000.000].

Article 4

Flexibility clause

Cumulated changes to the allocations to multi programmes and measures on the initiative of the Commission not exceeding 20 % of the maximum contribution set in Article 2 of this Decision shall not be considered to be substantial within the meaning of Article 94(4) of Delegated Regulation (EU, Euratom) No 1268/2012, where those changes do not significantly affect the nature of the actions and the objective of the work programme. The increase of the maximum contribution set in Article 2 of this Decision shall not exceed 20%.

In implementing this decision, the authorising officer responsible may apply the type of changes referred to in the first paragraph in accordance with the principles of sound financial management and proportionality.

Done at Brussels,

For the Commission
[...]
Member of the Commission

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Grants[¶]

Grants may be awarded without a call for proposals to the bodies referred to in point 1.2.2 of the Annex, in accordance with the conditions set out therein.[¶]

ANNEX I

Work Programme for 2016

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 and repealing Council Regulation (EC) No 3/2008

1.1. Introduction

On the basis of the objectives given in the 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, this work programme contains the actions to be financed with the following breakdown for year 2016:

- for grants (implemented under direct management and shared management) (1.2): EUR [81.300.000]
- for procurement (implemented under direct management) (1.3): EUR [1.700.000]

1.2. Grants

Legal basis:

Regulation (EU) No 1144/2014

Budget Lines:

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

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

05.02.10.01: for simple programmes

05.02.10.02: for multi programmes

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

Information provision and promotion programmes shall consist of a coherent set of operations and shall be implemented over a period of at least one but not more than three years. They shall in particular consist of public relation work and information campaigns and may also take the form of participation in events, fairs and exhibitions of national, European and international importance.

Implementation

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The work programme will be implemented, for simple and multi programmes through the publication of a call for proposals organised and managed by the Consumer, Health, Agriculture and Food Executive Agency (CHAFEA).

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

Afterwards, simple programmes will be implemented by the Member States and multi programmes by the CHAFEA.

Maximum possible rate of co-financing of the eligible costs

The Union's financial contribution to simple programmes in the internal market shall be 70 % of the eligible expenditure. For proposing organisations established in Member States receiving on or after 1 January 2014 financial assistance in accordance with Article 136 and 143 TFEU, 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's financial contribution to multi programmes shall be 80 % of the eligible expenditure. For proposing organisations established in Member States receiving on or after 1 January 2014 financial assistance in accordance with Article 136 and 143 TFEU, the percentages referred to in paragraphs 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.

The Union's financial contribution to simple and multi programmes in third countries shall be 80 % of the eligible expenditure. For proposing organisations established in Member States receiving on or after 1 January 2014 financial assistance in accordance with Article 136 and 143 TFEU, 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.

The Union's 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 receiving on or after 1 January 2014 financial assistance in accordance with Article 136 and 143 TFEU, 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 call for proposals

A call for proposals for information and promotion programmes in the internal market and in third countries (actions under thematic priorities 1,2 and 3) would be launched in the 1st quarter of 2016. If necessary, an additional and restricted call for proposal could be published in case of market disturbance, loss of consumer confidence or other specific problems, as referred to under point 1.2.2., as soon as possible after the beginning of that market disturbance.

The overall amount for information and promotion programmes to be awarded in 2016 amounts to EUR [81.300.000]. This amount is split between:

- simple programmes: EUR [67.000.000]

- multi programmes: EUR [14.300.000]

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The allocation for the simple programmes under shared management establishes the maximum amount that could be granted when selecting these programmes in 2016. It shall not necessarily correspond to the commitment appropriations entered in the general budget of the Union for 2016, given the fact that appropriations for simple programmes are non-differentiated and implemented over several years.

1.2.1. *Actions under the common call for proposal for simple and multi information and promotion programmes, in the internal market and in third countries*

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

Type of actions : Grants following a call for proposals

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Actions	<u>Total amount foreseen</u>	Priorities of the year, objectives pursued and expected results
<u>Action 1-</u> Information and promotion programmes aiming at increasing the awareness and recognition of Union quality schemes as defined in Article 5(4)a,b and c of Regulation (EU) 1144/2014:	[11.725.000 EUR]	<p>The objective is to increase the awareness and recognition of the specific EU quality schemes:</p> <ul style="list-style-type: none">- Quality schemes: Protected designation of origin, protected geographical indication, traditional speciality guaranteed and optional quality terms- Organic farming- Outermost regions agricultural products <p>Information and promotion programmes targeting Union quality schemes should be a key priority in the internal market since such schemes provide consumers with assurances on the quality and characteristics of the product or the production process used, achieve added value for the products concerned and enhance their market opportunities.</p> <p>One of the expected results is to increase the levels of recognition of the logo associated to those Union quality schemes by the European consumers.</p> <p>The expected ultimate result is to enhance the competitiveness and consumption of Union agrifood products registered under a Union quality scheme, raise their profile and increase their market share.</p>
<u>Action 2-</u> Information and promotion programmes aiming at highlighting the	[5.025.000 EUR]	<p>The objective is to highlight the specific features of agricultural production methods in the Union, particularly in terms of food safety, traceability, authenticity, labelling, nutritional and health aspects, animal welfare, respect for the environment and sustainability, and the characteristics of agricultural and food products, particularly in terms of their</p>

specific features of agricultural methods in the Union and the characteristics of European agricultural and food products		<p>quality, taste, diversity or traditions. It concerns all eligible products and schemes outside Union quality schemes, with a view to increasing the competitiveness and consumption of Union agricultural and food products and their market shares in the internal market.</p> <p>One of the expected results is to increase the awareness of the merits of Union agricultural products by the European consumers.</p> <p>The expected ultimate result is to enhance the competitiveness and consumption of Union agrifood products, raise their profile and increase their market share.</p>
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1.2.1.2. Actions under thematic priority 2: **simple programmes in third countries**

Over the period 2001-2011, only 30 % of the budget earmarked for information provision and promotion measures was spent on measures targeting third country markets, even though those markets offer major growth potential. Arrangements are therefore needed in order to encourage a larger number of information provision and promotion measures for Union agricultural products in third countries, focusing not only on the capitals of these countries but also on other cities. This is why the annual work programme allocates 70% of the budget to information and promotion programmes in third countries.

In order to define priorities for third markets, the Commission's services made a macro-economic analysis on projected increase in imports for a selection of products suitable for inclusion in promotion programmes on existing or emerging markets, peered with imports' growth potential. The macro-economic results were crossed with a policy evaluation on Free Trade Agreements and expected removal of sanitary and phytosanitary barriers. In view of diversifying EU exports, the number of running co-financed promotion programmes per geographical areas was also considered.

According to this analysis, the most encouraging markets are considered to be the following: (i) China⁵, Japan, South Korea, customs territory of Taiwan; (ii) USA, Canada; (iii) Latin America; (iv) South East Asia, (v) Middle East⁶ and Africa⁷.

Type of actions: Grants following a call for proposals

Actions	<u>Total amount foreseen</u>	Priorities of the year, objectives pursued and expected results
Action 3-Information and	[11.725.000	The information provision and promotion

⁵ Including Hong Kong and Macao

⁶ Middle East is also referred to as "Western Asia".

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

promotion programmes targeting China, Japan, South Korea and/or customs territory of Taiwan	EUR]	programmes should target one or more countries identified in the corresponding action.
<u>Action 4</u> -Information and promotion programmes targeting USA and/or Canada	[11.725.000 EUR]	The objectives of these programmes should comply with the general and specific objectives set out Regulation 1144/2014.
<u>Action 5</u> -Information and promotion programmes targeting one or more countries of Central and South America and/or the Carribbean	[7.035.000 EUR]	The expected ultimate result is to enhance the competitiveness and consumption of Union agrifood products, raise their profile and increase their market share in these targeted countries.
<u>Action 6</u> - Information and promotion programmes targeting South East Asia, meaning Brunei, Cambodia, Indonesia, Lao, Malaysia, Myanmar, Philippines, Singapore, Thailand, Timor Leste and/or Vietnam	[7.035.000 EUR]	
<u>Action 7</u> - Information and promotion programmes targeting Africa and/or Middle East	[4.690.000 EUR]	
<u>Action 8</u> - Information and promotion programmes targeting other geographical areas	[4.690.000 EUR]	

1.2.1.3. Actions under thematic priority 3: **multi** programmes in the **internal market and in third countries**

Type of actions: Grants following a call for proposals

Priorities of the year, objectives pursued and expected results:

In third countries, the objective is to enhance the competitiveness and consumption of Union agrifood products, raise their profile and increase their market share in these targeted countries.

On the internal market, the objectives are to increase the awareness and recognition of the specific EU quality schemes and to highlight the specific features of agricultural production methods in the Union, particularly in terms of food safety, traceability, authenticity, labelling, nutritional and health aspects, animal welfare, respect for the environment and sustainability, and the characteristics of agricultural and food products, particularly in terms of their quality, taste, diversity or traditions. The expected results are to increase the levels of recognition of the logo associated to those Union quality schemes by the European consumers and to increase the competitiveness and consumption of Union agricultural and food products and their market shares in the internal market.

Indicative budget: [14.300.000 EUR]

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

Type of actions:

Grants with an additional call of proposal

Priorities of the year, objectives pursued and expected results

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

These actions are limited to simple programmes which request less time to be established and are therefore more adequate to react in case of market disturbance or loss of consumer confidence.

The unexpected serious market disturbance, loss of consumer confidence or other specific problems should have a European dimension. The information and promotion programmes should have a European dimension, in terms of content and impact.

The objectives of these programmes are to contribute to restore consumer confidence and the normal market conditions.

The expected ultimate result is to restore the normal market conditions, and to enhance the consumption of Union agrifood products affected by the market disturbance.

In case of absence of serious market disturbance, loss of consumer confidence or other specific problems during the year, the budget will be reallocated to actions under priority 1 and 2.

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

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Proposing organisations defined in Article 7 of Regulation 1144/2014 whose sector is affected by a unexpected serious market disturbance, loss of consumer confidence or other specific problems at European level. ...

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

Indicative timetable

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

Indicative allocation

[EUR 3.350.000]

1.3. Procurement [\(measures on the initiative of the Commission\)](#)

The overall budgetary allocation reserved for procurement contracts in 2016 amounts to EUR [1.700.000].

It covers activities such as organisation of EU pavilions at major agri-food trade fairs in third countries, organisation of business delegation visits to third countries, provision of technical support services, organisation of campaigns in the event of serious market disturbance, loss of consumer confidence or other specific problems, and communication about the reformed promotion regime. New and existing framework contracts and new service contracts will be used following public tendering procedures. An overview of actions considered in this section is provided below:

1.3.1. Promotion events in third countries

Legal basis

Article 9(1) of Regulation (EU) N° 1144/2014

Budget line

05.02.10.02

Subject matter of the contracts envisaged

Organisation of 2-3 events in third countries covered by priority geographical areas listed under Thematic priority 2 of the annual work programme is foreseen which may take form of business delegation visits or participation at major agri-food trade fairs with an EU pavilion.

Business delegation visits to third countries will gather 20-30 representatives of producer organisations and SMEs. The objective of the action is facilitating market access, establishing business contacts, and enhancing the image of EU products with media, businesses and consumers in the third country in question.

Participation at trade fairs will take form of EU pavilions at major international trade fairs dedicated to products and themes eligible for promotion within the meaning of reg. 1144/2014. Participation of EU producers who will exhibit their products at the pavilion is

foreseen. A PR and media campaign and other events, such as promotional weeks on points of sales or in restaurants might complement such activities.

Type of contract

Existing framework contract for services.

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Indicative number of contracts envisaged: 2-3 specific contracts based on existing FWC

Indicative timeframe for launching the procurement procedure

2nd quarter: 1 contract; 3rd quarter: 1 contract; 4th quarter: 1 contract

Implementation

Implementation by the Consumer, Health, Agriculture and Food Executive (CHAFEA).

1.3.2. Technical support services

Legal basis

Article 9(2) of Regulation (EU) N° 1144/2014

Budget line

05.02.10.02

Subject matter of the contracts envisaged

The following objectives will be sought by establishing technical support services:

- encouraging awareness of different markets by providing country, market research and statistical reports on key target countries listed under thematic priority 2 of the annual work programme
- 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
- improving knowledge of Union rules concerning programme development and implementation, mainly by providing adequate information online, organising or participating in events and animating 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 production of a web portal, of market research, country and statistical reports as well as other communication activities, such as organisation of events.

Type of contract

Existing framework contract for services;

New framework contract for services;

Direct contract for services.

Indicative number of contracts envisaged: 2-3 specific contracts based on existing FWC, 1 new framework contract and/or direct service contract

Indicative timeframe for launching the procurement procedure

1st quarter: 1 specific contract; 3rd quarter: 2 specific contracts

3rd quarter: new FWC and/or direct service contract.

Implementation

Implementation by the Consumer, Health, Agriculture and Food Executive (CHAFEA).

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

Legal basis

Article 2(2)(e) and 9(1) of Regulation (EU) N° 1144/2014

Budget line

05.02.10.02

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 will be launched with the objective of restoring normal market conditions. Those measures may in particular take form of communication campaigns, high level missions, participation in trade fairs and exhibitions of international importance by means of stands, or other operations aimed at enhancing the image of Union products.

Type of contract

Existing framework contract.

Indicative number of contracts envisaged: 1 specific contract.

Indicative timeframe for launching the procurement procedure

N/A: specific contract will be signed only in the event of a serious market disturbance, loss of

Deleted: Type of contract (*new FWC / direct contract / specific contract based on an existing FWC / contract renewal*) and type of procurement (*service/supply/works*)¶

Deleted: Production of a web portal, of market research, country and statistical reports as well as other communication activities, such as organisation of events, will be done using existing framework contracts.¶
Tendering procedures will be launched in the second half of 2016 to select additional service providers to produce market research, country and statistical reports. Framework contract and/or direct services contracts are foreseen.

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consumer confidence or other specific problems.

Implementation

Implementation by the Consumer, Health, Agriculture and Food Executive (CHAFEA).

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ANNEX II

Criteria for financial contribution to information and promotion programmes (multi and simple programmes)

The Financial Regulation and its Rules of application are applicable for the selection of simple and multi programmes.

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Proposals will be evaluated on the basis of the 4 categories of criteria:

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1. Eligibility criteria, to assess the applicants eligibility

2. Exclusion criteria

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3. Selection criteria, to assess the applicant's financial and operational capacity to complete a proposed action

4. Award criteria, to assess the quality of the proposal taking into account its costs

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1. Eligibility criteria

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- Proposals for programme can only be submitted by proposing organisations listed in Article 7 of Regulation (EU) 1144/2014 and complying with conditions set out in Article 1 of the Commission delegated Regulation (EU) 2015/... DA. In addition, proposals for simple programmes under point 1.2.2 of the work programme may only be submitted by proposing organisations whose sector is affected by an unexpected serious market disturbance, loss of consumer confidence or other specific problems at European level.

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- Proposals for programme can only cover products and schemes listed in Article 5 of Regulation (EU) 1144/2014.

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- Proposals for simple programmes shall comply with the conditions set out in Article 3 of the Regulation (EU) 2015/... DA.

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- Proposals for multi programmes shall comply with Union law governing the products concerned and their marketing.

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Proposals for multi programmes shall ensure that measures are implemented through implementing bodies. Proposing organisations must select bodies responsible for implementing multi programmes ensuring best value for money. In doing so, they must take all measures to prevent any situation where the impartial and objective implementation of the programme is compromised for reasons involving economic interest, political or national affinity, family or emotional ties or any other shared interest ('conflict of interests'). Where the proposing organisation is a body governed by public law within the meaning of Article 2(1)(4) of Directive 2014/24/EU, it must select bodies responsible for implementing multi programmes in accordance with the national legislation transposing that Directive.

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- Proposals for multi programmes in the internal market covering one or more schemes as referred to in Article 5(4) of Regulation (EU) No 1144/2014, shall focus on the(se) scheme(s) in its main Union message. When in this programme, one or several

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(a) the proposing organisation has at least three years' experience in implementing information provision and promotion measures;¶
(b) the proposing organisation ensures that the cost of the measure which it plans to carry out itself is not in excess of the normal market rates.

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products illustrate(s) the(se) scheme(s), it/they shall appear as a secondary message in relation to the main Union message.

- If a message conveyed by a multi programme concerns information on the impact on health, this message shall:

- (a) 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;
- (b) in third countries, be accepted by the national authority responsible for public health in the country where the operations are carried out.

2. Exclusion criteria

The applicants are not in any of the situations of exclusion listed in Articles 106 (1) and 107 of the Financial Regulation.

3. Selection criteria

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

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

Pursuant to **Article 1 of DA**, the proposing organisation shall have the necessary technical, financial and professional resources to carry out the programme effectively.

A proposing organisation may implement certain parts of a multi programme itself, subject to the following conditions:

- (a) the proposing organisation has at least three years' experience in implementing information provision and promotion measures;
- (b) the proposing organisation ensures that the cost of the measure which it plans to carry out itself is not in excess of the normal market rates.

4. Award criteria

Only proposals which meet the eligibility, exclusion and selection criteria will be assessed against the following main award criteria:

- Contribution to general and specific objectives of information provision and promotion measures (15 points out of 100; passing score 9)
- Technical quality of the project (40 points out of 100; passing score 24)
- Management quality (10 points out of 100; passing score 6)
- Cost-effectiveness (35 points out of 100; passing score 21)

Financial contributions shall be awarded to the highest scoring proposals up to the available budget. A separate ranking list will be established for each priority listed in section 1.2 of the annual work programme. Proposals have to score at least 60% of the maximum points for each of the main award criteria to be included on the ranking list.

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

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Contribution to general and specific objectives of information provision and promotion measures

- Relevance of proposed information and promotion measures to the general and specific objectives listed in Article 2 of reg. 1144/2014
- Relevance of proposed information and promotion measures to aims listed in Article 3 of reg. 1144/2014
- EU dimension of the programme

Technical quality of the project

- Quality of the evidence base (description of target markets, challenges for competitors from the EU, consumer awareness, etc.)
- Suitability of the programme strategy, SMART objectives and key messages
- Clear and detailed description of [activities](#)
- Innovative nature of [activities](#), complementarity to other private or public [activities](#) carried out on the target market
- Quality of the proposed evaluation methods and indicators

Management quality

- Project organisation and management structure
- Quality control mechanisms [and risk management](#)

Cost-effectiveness

- Balanced [split of](#) budget in relation to the [scope of the](#) activities
- Consistency [between](#) the estimated cost and the corresponding [description of the](#) activities
- Realistic estimation of person/days for [activities](#) implemented by the proposing organisation, [including costs of project coordination](#)

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