

EN

SUMMARY

of the

ANNEXES TO THE COMMISSION IMPLEMENTING DECISION

of 13.10.2015 (C(2015)6852 final)

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

Annex I to Commission Implementing Decision on the adoption of the work programme for 2016 in the framework of financing of information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries set out the priorities and actions to be undertaken, including the allocation of resources. Annexes II and III cover the eligibility, exclusion, selection and award criteria, for simple and multi programmes respectively. The allocation of resources for the year 2016 is as follows: for grants (implemented under direct management and shared management): EUR 111 300 000; for procurement (implemented under direct management): EUR 1 700 000. The total available budget is established at EUR 113 000 000 for 2016.

The full version of the annexes after adoption of the Work Programme 2016, will be available only in English and accessible at http://ec.europa.eu/agriculture/promotion/index_en.htm.

ACTIONS PROPOSED FOR FUNDING (ANNEX I)

Annex I of the Implementing Decision sets out the details of the actions scheduled for 2016.

GRANTS

The total amount earmarked for this section is EUR 111 300 000, EUR 97 000 000 for simple programmes and EUR 14 300 000 for multi programmes. The rate for EU co-financing for programmes on the internal market is 70 % for simple programmes and 80% for multi programmes. The Union's financial contribution to simple and multi programmes implemented in third countries is 80 % of the eligible expenditure. As regards programmes implemented in case of serious market disturbance, loss of consumer confidence or other specific problems, the Union's financial contribution is 85%. However, these rates may be increased by 5% points for the programmes proposed by beneficiaries established in Member States that are on or after 1 January 2014 in receipt of financial assistance in accordance with Articles 136 and 143 TFEU.

In 2016, the following actions are identified for funding:

- Simple and multi programmes in the internal market and in third countries:
 - in the internal market, programmes aiming at increasing the awareness of Union quality schemes and programmes that aim to highlight specific

features of Union agricultural production methods and the characteristics of Union's agri-food products;

- in third countries, programmes with the objective to enhance the competitiveness and consumption of the Union's agri-food products;
- Simple programmes in case of serious market disturbance, loss of consumer confidence or other specific problems.

PROCUREMENT

The overall budgetary allocation reserved for procurement contracts for measures on the initiative of the Commission in 2016 amounts to EUR 1 700 000.

In 2016, funding covers the following actions:

- Promotion events in third countries;
- Establishment of technical support services;
- Targeted communication and promotion activities in the event of a serious market disturbance, loss of consumer confidence or other specific problems;
- Expert evaluators providing technical assistance in the context of the evaluation of proposals submitted following the calls for proposals launched in implementation of the present work programme.