



Brussels, 18.11.2016
C(2016) 7319 final

COMMISSION IMPLEMENTING DECISION

of 18.11.2016

on the selection of the simple programmes concerning promotion of agricultural products for 2016 under Regulation (EU) No 1144/2014 of the European Parliament and of the Council

(Only the Bulgarian, Croatian, Czech, Danish, Dutch, German, English, Estonian, French, Finnish, Greek, Hungarian, Italian, Latvian, Lithuanian, Polish, Portuguese, Romanian, Slovak, Slovenian, Spanish and Swedish texts are authentic)

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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 11(2) thereof,

Whereas:

- (1) Following the publication of the call for proposals for simple programmes (2016/C 41/03)², 199 proposals have been submitted.
- (2) The Consumers, Health, Agriculture and Food Executive Agency ('Chafea') has been entrusted with the evaluation of the proposals for simple programmes in accordance with the criteria laid down in the said call. To that end, an evaluation committee within Chafea has been set up.
- (3) A separate ranking list has been established for each priority topic set in the call.
- (4) Giving the available budget, Union's financial contribution should be granted to the 60 highest ranked proposals.
- (5) In the light of the recommendations of the evaluation committee, certain applicants of the selected programmes and applicants with the proposals selected from the reserve list should be invited to adjust their programmes with non-substantial changes in accordance with Article 204(5) of Commission Delegated Regulation (EU) No 1268/2012³. Regardless of the acceptance of the adjustments by the applicants concerned, the maximum amount of the Union's financial contribution to the selected programmes should be established.
- (6) Proposals which are not among the highest ranked proposals but which comply with the eligibility criteria and pass the minimum thresholds laid down in the call for

¹ OJ L 317, 4.11.2014, p. 56.

² 2016 CALL FOR PROPOSALS - SIMPLE PROGRAMMES Information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries in accordance with Regulation (EU) No 1144/2014 (2016/C 41/03) (OJ C 41, 4.2.2016, p. 4).

³ 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).

proposals should be selected for inclusion in the reserved list of proposals. In case of available appropriations they should be granted Union's financial contribution following the established ranking order without adopting a second implementing decision. At the same time, the programmes not being thus selected from the reserve list should be considered rejected.

- (7) 26 proposals cannot be considered for funding due to insufficient budget, 52 proposals have not met the thresholds laid down in the call for proposals and 42 proposals failed to comply with the eligibility criteria. These proposals should be therefore rejected.
- (8) The measures provided for in this Decision are in accordance with the opinion of the Committee for the Common Organisation of Agricultural Markets,

HAS ADOPTED THIS DECISION:

Article 1

The programmes involving information provision and promotion measures for agricultural products listed in Annex I are selected for Union's financial contribution.

The maximum amounts of the Union's financial contribution for the period of implementation of the programmes are set out in that Annex.

Article 2

The programmes listed in Annex II shall constitute the reserve list of proposals.

Whenever the applicants of the selected programmes listed in Annex I do not sign the grant agreement within 90 days from the notification of this Decision as required by Article 10(3) of Commission Implementing Regulation (EU) 2015/1831⁴, and no request for authorisation to sign them beyond that deadline has been submitted to the Commission, Member States shall notify the Commission thereof in the 10 following days after the deadline.

In the view of the available budget, following the Member States' notification referred to in the second paragraph, the highest ranked proposals from the reserve list shall be considered selected up to the budgetary amount available.

The Commission shall, within 20 days from the deadline for Member States' notification referred to in the second paragraph, notify the Member States of the proposals selected from the reserve list. This shall be considered as a notification under Article 10(3) of Commission Implementing Regulation (EU) 2015/1831.

Those proposals which were not selected from the reserve list as set in Annex II are rejected.

Article 3

The programmes listed in Annex III are rejected.

⁴ 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).

Article 4

The adjustments to be made to the selected programmes as referred to in Article 1 and to the proposals selected from the reserve list as referred to in Article 2 are listed in Annexes IV and V, respectively.

Article 5

This Decision is addressed to the Republic of Austria, the Kingdom of Belgium, the Republic of Bulgaria, the Republic of Croatia, the Czech Republic, the Republic of Cyprus, the Kingdom of Denmark, the Republic of Estonia, the French Republic, the Republic of Finland, the Federal Republic of Germany, the Hellenic Republic, Hungary, Ireland, the Italian Republic, the Republic of Latvia, the Republic of Lithuania, the Kingdom of the Netherlands, the Republic of Poland, the Portuguese Republic, Romania, the Slovak Republic, the Republic of Slovenia, the Kingdom of Spain and the United Kingdom of Great Britain and Northern Ireland.

Done at Brussels, 18.11.2016

For the Commission
Phil HOGAN
Member of the Commission

