

EN

## SUMMARY

of the

### ANNEXES TO THE COMMISSION IMPLEMENTING DECISION

#### **on the adoption of the work programme for 2017 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 2017 in the framework of financing of information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries sets 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 2017 is as follows: for grants (implemented under direct management and shared management): EUR 133 000 000; for procurement (implemented under direct management): EUR 9 500 000. The total available budget is established at EUR 142 500 000 for 2017.

The full version of the annexes after adoption of the Work Programme 2017 will be available only in English and accessible at [http://ec.europa.eu/agriculture/promotion/index\\_en.htm](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 2017.

#### GRANTS

The total amount earmarked for this section is EUR 133 000 000, EUR 90 000 000 for simple programmes and EUR 43 000 000 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.

Information and promotion programmes shall consist of a coherent set of operations and shall be implemented over a period of at least one year 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.

In 2017, the following actions are identified for funding:

- Simple programmes in the internal market
- Simple programmes in third countries
- Multi programmes in the internal market
- Multi programmes in the internal market or in third countries
- 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 2017 amounts to EUR 9 500 000.

In 2017, it covers activities such as communication campaigns in third countries, Union 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, communication about the reformed promotion regime, expert evaluators.