



2020 selection and specificities of 2021 calls

Civil dialogue group, 9 March 2021

Consumers, Health, Agriculture and Food Executive Agency

2020 selection decision – simple programmes

- 43 simple and 26 multi programmes selected under the main call
- 9 simple and 6 multi programmes selected under the additional call (serious market disturbance)
- Results and statistics for all calls published on Chafea portal
- 32 multi contracts have been signed
- Discussion: information letters to applicants with detailed ESR

Impact of Covid-19 on running programmes

- Significant impact on implementation of running programmes leading to suspensions and or/under-execution
- Level of impact depends on the target market and nature of activities (face to face communication affected more than e.g. media campaigns)
- Guidance was provided to MS and applicants in spring 2020 (incl. FAQ on Chafea website)

Impact of Covid-19 on running programmes

Multi programmes:

- Out of 85 programmes, 18 are suspended, some of them since March/April of 2020
- Chafea is working together with consortia to find adequate solutions (e.g. amendments)
- Amendments needed after lifting of suspensions
- Under-execution frequent for programmes which did not suspend implementation (interim and final payments)
- Several newly selected programmes decided to delay the start of implementation for a few months

2021 AWP: changes in award criteria

- New structure of main award criteria: Relevance, Quality, Impact
- Most of the sub-criteria from the past calls have been kept, some moved under another main award criterion
- **New sub-criterion** added under “**Relevance**” to ensure coherence with climate and environmental ambition of the CAP, Green deal, F2F:
 - The project effectively contributes to the climate and environmental ambition of the Common Agricultural Policy, in particular concerning sustainability of production and consumption (Green Deal and Farm to fork strategy).
 - Projects implemented in the internal market are aligned with the Food-Based Dietary Guidelines (FBDG) of the target Member State.

2021 AWP – sustainability aspect

Sustainability – how is it understood, demonstrated and validated by indicators in the context of the promotion policy?

- Sustainability topic: communication objectives to be aligned with topic objectives (see next slide); **expected impact in terms of increase of sales and/or awareness**
- Other topics: projects will also be assessed against two new sub-criteria ensuring alignment with Green deal&F2F

Topic on sustainability - objectives

Actions should highlight the sustainability of EU agriculture, stressing its beneficial role for climate action and the environment. Actions should address how the product(s) promoted and its/their production method(s) contribute to:

a) climate change mitigation (e.g. reduction in greenhouse gas emissions) and/or adaptation (e.g. water savings, climate-resistant crops and crop varieties) and

b) at least one of the following:

- biodiversity conservation and sustainable use of natural resources (e.g. wildlife, landscape, genetic resources);
- sustainable water management (e.g. water use efficiency, reduction of nutrients or pesticides load);
- sustainable soil management (e.g. erosion control; nutrient balance; prevention of acidification, salinization, reduction of pesticides);
- sustainable, carbon-efficient methods of livestock production.
- reduction of use of antimicrobials
- reduction of food loss and food waste
- sustainable consumption
- animal welfare.

2021 AWP – sustainability aspect

- Impact of project at EU level (sub-criterion used already in the past)

“Sustainability in terms of economic, social and environmental aspects is well taken into account. If applicable, added value in terms of employment is described. Programme has impact in terms of sustainability.”

Important: keep in mind the objectives of the chosen topic

Q&A



Thank you!



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