



Brussels, 14.12.2020
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COMMISSION IMPLEMENTING DECISION

of 14.12.2020

on the selection of the simple programmes concerning promotion of agricultural products for 2020 under Regulation (EU) No 1144/2014 of the European Parliament and of the Council

(Only the Bulgarian, Croatian, Czech, Danish, Dutch, English, Finnish, French, German, Greek, Hungarian, Italian, Latvian, Lithuanian, Polish, Portuguese, Romanian, 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 (2020/C 12/07)², 129 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) Given the available budget, Union's financial contribution should be granted to the 43 highest ranked proposals.
- (5) 13 proposals which are not among the highest ranked proposals but pass the minimum thresholds laid down in the call for proposals should be selected for inclusion in the reserve list of proposals. In case of available appropriations they should be granted the 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.
- (6) 51 proposals cannot be considered for funding due to insufficient budget, 12 proposals have not met the thresholds laid down in the call for proposals, an applicant of one proposal does not have the required operational capacity and nine proposals failed to comply with the eligibility criteria. These proposals should be therefore rejected.

¹ OJ L 317, 4.11.2014, p. 56.

² 2020 CALL FOR PROPOSALS SIMPLE PROGRAMMES Grants to 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 (2020/C 12/07) (OJ C 12, 14.1.2020, p. 9).

- (7) 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 200(5) of Regulation (EU, Euratom) 2018/1046³. 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.
- (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 the 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 within 10 days following the elapse of that deadline.

In 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 out in Annex II are rejected.

Article 3

The programmes listed in Annex III are rejected.

³ Regulation (EU, Euratom) 2018/1046 of the European Parliament and of the Council of 18 July 2018 on the financial rules applicable to the general budget of the Union, amending Regulations (EU) No 1296/2013, (EU) No 1301/2013, (EU) No 1303/2013, (EU) No 1304/2013, (EU) No 1309/2013, (EU) No 1316/2013, (EU) No 223/2014, (EU) No 283/2014, and Decision No 541/2014/EU and repealing Regulation (EU, Euratom) No 966/2012 (OJ L 193, 30.7.2018, p. 1).

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 Kingdom of Belgium, the Republic of Bulgaria, the Czech Republic, the Kingdom of Denmark, the Federal Republic of Germany, Ireland, the Hellenic Republic, the Kingdom of Spain, the French Republic, the Republic of Croatia, the Italian Republic, the Republic of Latvia, the Republic of Lithuania, Hungary, the Kingdom of the Netherlands, the Republic of Poland, the Portuguese Republic, Romania, the Republic of Slovenia, the Republic of Finland and the Kingdom of Sweden.

Done at Brussels, 14.12.2020

For the Commission

Janusz WOJCIECHOWSKI

Member of the Commission

