



2022 calls for proposals for promotion of EU agricultural products



European Research Executive Agency

CDG meeting, 7 November 2022

- Outcome of evaluation of SIMPLE call for proposals
- Outcome of evaluation of MULTI call for proposals
- General remarks on 2022 calls
 - Information to applicants
 - Programme continuations
- Checks on potential Conflicts of interest (COI) of external experts

2022 SIMPLE call – outcome of evaluation

Outcome of evaluation – 2022 SIMPLE call

Topic	Number of accepted proposals	Requested grant (EUR)	Available budget (EUR)	Share of requested/ available budget ⁴
AGRIP-SIMPLE-2022-IM-CHARACTERISTICS	2	2.947.781,19	6.000.000	49%
AGRIP-SIMPLE-2022-IM-EU QS	11	15.213.264,06	5.000.000	304%
AGRIP-SIMPLE-2022-IM-FRESH-FV	7	9.298.639,72	9.100.000	102%
AGRIP-SIMPLE-2022-IM-ORGANIC	6	9.559.056,27	14.000.000	68%
AGRIP-SIMPLE-2022-IM-SUSTAINABLE	6	4.408.662,32	8.000.000	55%
AGRIP-SIMPLE-2022-TC-AMERICAS	9	14.819.755,63	8.300.000	179%
AGRIP-SIMPLE-2022-TC-ASIA	7	15.051.705,76	16.300.000	92%
AGRIP-SIMPLE-2022-TC-ORGANIC-SUST	2	4.482.644,96	5.000.000	90%
AGRIP-SIMPLE-2022-TC-OTHERS	5	9.273.481,07	12.300.000	75%
TOTAL	55	85.054.990,98	84.000.000	101%

Outcome of evaluation – 2022 SIMPLE call

Proposal status	Number of proposals	Share of all submitted proposals
Accepted	55	47,4%
Reserve list	19	16,4%
Rejected (insufficient funding)	0	0%
Rejected (below threshold)	4	3,5%
Ineligible/Inadmissible	38	32,8%
Total	116	100%

Country	Number of COORDINATORS	Number of PARTNERS	Total
Belgium	1		1
Czechia	1		1
Denmark	1		1
Greece	9	6	15
Spain	6	1	7
France	8	1	9
Italy	21	22	43
Latvia	1		1
Poland	2	1	3
Slovenia	5		5
Total	55	31	86

Accepted
proposals by MS
of the applicant

Call AGRIP-SIMPLE-2022

Target market of accepted proposals

Call AGRIP-SIMPLE-2022

Target market	Number of proposals	Share of total n° of accepted proposals	Budget requested	Share of total budget
INTERNAL MARKET	32	58%	41.427.403,6	48,7%
THIRD COUNTRIES	23	42%	43.627.587,4	51,3%
Total	55	100%	85.054.990,98	100%

Product or sector	Number of proposals covering the product	Requested grant (EUR)
Basket	24	39.871.214,54
Fruit (fresh or dried)	4	5.302.339
Vegetables (fresh, chilled and dried) excluding sweetcorn	3	2.627.327,1
Bread, pastry, cakes, confectionery, biscuits and other baker's wares	1	1.272.472,46
Other eligible products	1	892.046,06
Dairy products (excl. Cheese)	1	2.180.574,24
Cheese	5	9.913.907,2
Honey and beekeeping products	2	790.055,08
Preparations of vegetables, fruit or nuts (incl. table olives)	2	3.512.924,4
Spirits, liqueurs and vermouth	1	2.750.107,2
Wine, cider and vinegar	2	5.040.000,3
Olive oil	3	3.630.724,83
Meat preparations	2	2.606.473,09
Vegetable oils other than olive oils	1	597.049,62
Pork meat (fresh, chilled and frozen)	2	3.227.600,86
Poultry meat (fresh, chilled and frozen)	1	840.175

Accepted proposals by product sector

Call AGRIP-SIMPLE-2022

2022 MULTI call – outcome of evaluation

Outcome of evaluation – 2022 MULTI call

Topic	Number of accepted proposals	Requested grant (EUR)	Available budget (EUR)	Share of requested grant/ available budget
AGRIP-MULTI-2022-IM	7	12.820.071,04	4.200.000	305%
AGRIP-MULTI-2022-IM-ORGANIC	3	7.483.966,54	18.000.000	42%
AGRIP-MULTI-2022-IM-SUSTAINABLE	3	4.318.348,89	12.000.000	36%
AGRIP-MULTI-2022-IM-FRESH-FV	4	10.656.828,83	10.000.000	107%
AGRIP-MULTI-2022-TC-ALL	9	26.890.695,7	25.200.000	107%
AGRIP-MULTI-2022-TC-ORGANIC-SUST	2	5.670.780	13.000.000	44%
TOTAL	28	67.840.691	82.400.000	82%

Outcome of evaluation – 2022 MULTI call

Proposal status	Number of proposals	Share of all submitted proposals
Accepted	28	68,3%
Reserve list	0	0%
Rejected (insufficient funding)	0	0%
Rejected (below threshold)	3	14,3%
Ineligible/Inadmissible	10	24,4%
Total	41	100%

Country	Number of COORDINATORS	Number of PARTNERS	Total
Austria		1	1
Belgium	1	1	2
Bulgaria		4	4
Czechia	1		1
France	4	3	7
Germany	2	2	4
Greece	7	5	12
Hungary		2	2
Ireland		1	1
Italy	2	2	4
Lithuania	3		3
Poland		1	1
Portugal		3	3
Romania	2	7	9
Slovakia	1	1	2
Spain	5	4	9
Total	28	38	65

Accepted
proposals by MS
of the applicant

Call AGRIP-MULTI-2022

Target market of accepted proposals

Call AGRIP-MULTI-2022

Target market	Number of proposals	Share of total n° of accepted proposals	Budget requested	Share of total budget
INTERNAL MARKET	17	61%	35.279.215	52%
THIRD COUNTRIES	11	39%	32.561.476	48%
Total	28	100%	67.840.691	100%

Accepted proposals by product sector

Product or sector	Number of proposals covering the product	Requested grant (EUR)
Basket	15	35.841.308
Fruit (fresh or dried)	1	3.155.107,2
Vegetables (fresh, chilled and dried) excluding sweetcorn	1	4.000.000
Cut flowers and plants, bulbs roots and live plants	1	699.200
Other eligible products	2	5.337.081,72
Cheese	1	3.639.524,19
Sheep and goat meat (fresh, chilled and frozen)	1	1.743.099,51
Bovine meat (fresh, chilled and frozen)	1	1.334.599,04
Wine, cider and vinegar	1	5.780.455,2
Eggs	1	1.774.400
Preparations of vegetables, fruit or nuts (incl. table olives)	3	4.535.915,77

Call AGRIP-MULTI-2022

2022 calls – general remarks

2022 calls for proposals: information to applicants

- SIMPLE call: adoption of EC decision mid-November. Applicants informed by MS competent authorities
- MULTI call: information letters were sent out on 19 September
- Results published on REA website mid-November and advertised in REA newsletter
- Info day 2023 to take place on 1 and 2 February 2023

2022 calls for proposals: general remarks

- The overall number of proposals is 20% lower compared to 2021
- Representation of MS is lower than in 2021, some applicants did not resubmit the proposals following rejection in 2021
- Competition low for the MULTI call: all proposals above threshold will be funded
- Many ineligible proposals, in particular due to the non-respect of the rule on continuations, as well as proposals from ineligible applicants
- Feedback from experts: overall good quality of proposals, more efforts needed to better link the market analysis with programme objectives, strategy and activities.

Rule on programme “continuations”

- Commission Delegated Regulation 2015/1829, recital 4:

*Information provision and promotion measures co-financed by the Union should aim at **opening new markets in third countries and should be undertaken by a wider range of organisations**. In order to boost competition and ensure widest possible access to the Union promotion scheme, rules should be laid down to ensure that an organisation does not receive support for the same promotion programme more than two consecutive times.*

- Art. 1(4) of reg. 2015/1829:

*“A proposing organisation shall not receive support for information and promotion programmes on the **same product or scheme, carried out in the same geographical market on more than two consecutive occasions**. “*

Rule on programme “continuations”

- 4 Q&A were published on F&T portal on 7 March 2022, and advertised in REA newsletters
- The Q&A explained that the above rule applies also to proposals submitted under different topics, and proposals with enlarged scope of markets and/or products.
- Learnings for 2023 calls:
 - Applicants should carefully check the scope of their previous projects and change the target market if they are in a situation referred to in art. 1(4) of reg. 2015/1829.
 - Further efforts to explain the rule are needed in relation to 2023 calls.

Checks of potential COI of external experts

Conflict of interest (COI) rules

COI rules set in Annex 1 Code of Conduct of the expert contract. Col if expert:

- was **involved in the preparation** of the proposal (including pre-proposal checks/'mock' evaluation)
- **stand to benefit** directly/indirectly if the proposal is successful
- is involved in a **competing proposal**
- has a close **family/personal relationship** with any person representing an applicant organisation
- is **employed or contracted by an applicant** or a named subcontractor (mandatory to provide list of contracts for past three years)
- is a member of the **Management Committee** or the **Civil Dialogue Group on promotion of agricultural products**
- work for a **national authority** competent for the management of simple programmes

Conflict of interest (COI) rules

- **Expert may have a COI, if he/she:**
 - was employed by an applicant, including third parties or linked third parties involved in the proposal
 - was involved in a grant agreement/decision, member of management structure of an applicant organisation in the last 3 years
 - is in any other situation that casts doubt on his/her impartiality or that could reasonably appear to do so
- If expert is in any of these situations, **the Agency will decide on a case-by-case basis** whether a COI exists and which action needs to be taken.

Conflict of interest (COI) rules

- **The expert must inform the Agency as soon as he/she becomes aware of a potential COI**
 - Before the signature of the contract
 - Upon receipt of proposals, or
 - During the course of their work
- **If there is a COI for a certain proposal, the expert cannot evaluate it**
 - Neither individually
 - Nor in the consensus group
 - Nor in the panel review
- **If an expert knowingly hides a COI, he/she will be excluded from the evaluation and his/her work declared null and void**
 - The allowance/expenses claimed may be reduced, rejected or recovered
 - The contract may be terminated

How REA checks absence of COI

Checks performed by REA before the contract with expert is signed:

- Experts are invited to declare potential COI in relation to specific topics/calls when REA contacts them to check their availability
- IT tool enables screening of experts' CVs against the content of each proposal
- An email is addressed to potential experts to ask about their consultancy contracts which do not appear on their CVs

COI checks before the start of evaluation:

- Expert is required to declare absence of COI in the IT system in relation to each proposal assigned to him/her
- REA sends abstracts of all proposals in the same topic to make sure there are no COI with competing proposals

Thank you



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