



3. Improvements to the implementation of promotion policy

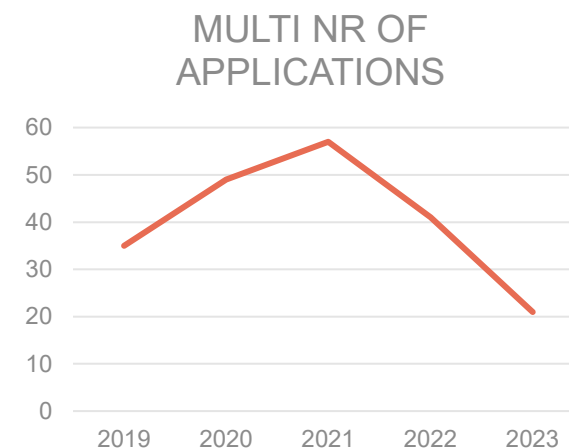
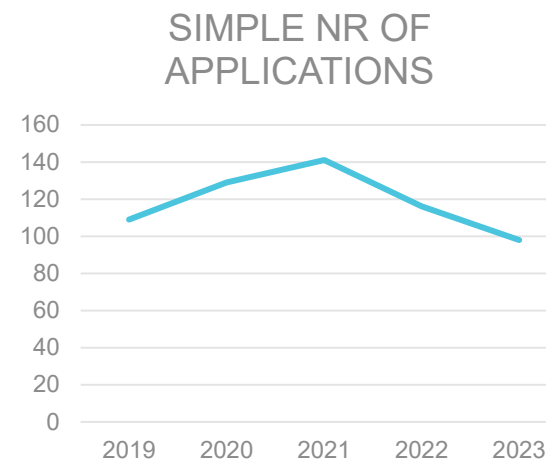
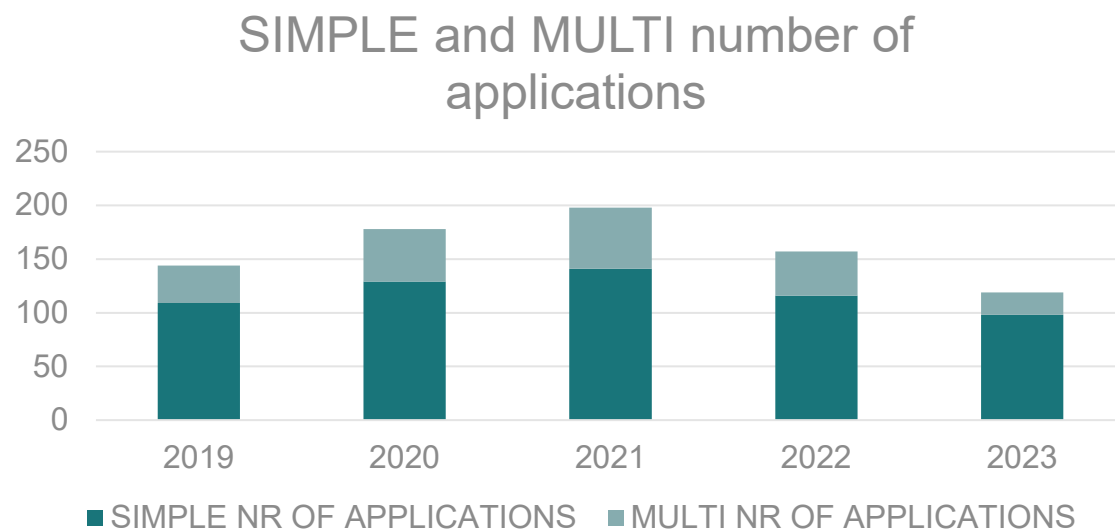
CDG – CIVIL DIALOGUE GROUP QUALITY AND PROMOTION

25 JUNE 2024

DG Agriculture and Rural Development

1. Context

- **Declining applications** observed since 2019 > in particular for MULTI programmes (35 to 21 - 40%)



- Leading to **unused budget** in 2022 and 2023

2. Outreach activities during 2024

- **Central Info Day** in Brussels (31/1 – 1/2/2024)
- **National Info Days** and dedicated events (FR, FI, SK, CZ, ES, DE)
- **Specific seminars with stakeholders** (COPA-Cogeca, IFOAM, OriGIn EU, Confagricoltura)
- Presentations in **Council** (SCA) and **Committee of Regions**
- DG AGRI **Social media** campaign, cooperation with REA communication
- Commission **Press release**

3. Impact of outreach activities & follow-up

- Due to collective efforts from DG AGRI, REA, national authorities and stakeholders, the **decline in applications inverted** for the 2024 call, notably for MULTI programmes
- **Continued efforts and cooperation** with other institutions, Member States and stakeholders
- Maintain **accessibility** of information material in all EU languages
- Reinforce **multiplier networks** (EU Delegations, MS authorities, stakeholders, reach out to regional level)

4. Amendments of secondary legislation

- **Amendment of Delegated Regulation (EU) 2015/1829.**

Scope:

- Clarification of the eligibility criteria under which proposing organisations may submit a proposal, in particular the 'continuations rule'
 - Modernization of financial management of programmes, in particular to include « lump sums »
 - Strengthening the commitment to ensure the absence of any conflict of interests
- **Amendment of Implementing Regulation (EU) 2015/1831 will also be necessary.**

5. Indicative timetable 2024 for the Amendment of Delegated Regulation

- Consultation of 1st draft with Member State experts [March]
- Consideration on the input received in the Expert Group [April]
- Formal consultation of Commission services [June]
- Written consultation of Member State experts on 2nd draft [July]
- 4-week publication at Have your say Portal for public feedback [August]
- Adoption by the European Commission [Autumn 2024]
- 2-months [+ 2-months long scrutiny period] of the EU Council and the European Parliament
- Publication

Thank you



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