

# Life cycle of programmes for the promotion of EU agricultural products



European Commission

CHAFEA  
Consumers,  
Health,  
Agriculture and  
Food  
Executive  
Agency  
(hereinafter Agency)

- APPLICANTS**  
**PROJECT PREPARATION STAGE**
- Applicants search for project partners
  - Applicants prepare the project proposal
  - If applicants from several Member States or EU level organisation  
> multi programme proposal
  - If applicants from one Member State only  
> simple programme proposal

- PARTICIPANT PORTAL**  
**PROJECT SUBMISSION STAGE**
- Submission online using the **Horizon 2020 IT system on Participant Portal**
  - Project submission forms and pre-defined templates for the project proposal and the detailed budget
  - Submission guidelines designed to help applicants draft and submit a proposal

**HORIZON 2020**

- CHAFEA**  
**PROJECT EVALUATION STAGE**
- Carried out in strictest confidence
  - Each proposal assessed by 3 external experts who assess the quality and score the proposals; rotation of experts for next calls
  - Evaluation Committee (composed of Agency and EC staff) establishes a ranked list for each of the priority topics listed in the relevant call

- Highest ranked proposal(s) are awarded co-financing depending on the budget availability
- Establishment of a reserve list of projects, which can be funded in case additional budget becomes available (e.g. if not all grant agreements are signed)

- EUROPEAN COMMISSION**  
**MONITORING/EVALUATION OF THE POLICY**
- Agency/European Commission to control proper implementation
  - European Commission to report to the Council/European Parliament

**CHAFEA**  
**MULTI PROGRAMMES**

Multi programmes are programmes submitted by at least 2 proposing organisations which are from at least 2 Member States or by one or more Union organisations

**PROJECT ADAPTATION PHASE**  
Successful applicants proceed to adaptation of projects in line with recommendations of the Evaluation Committee

**AWARD DECISION**

- Agency takes the award decision
- List of multi programmes to be co-financed

**COMMISSION DECISION**  
European Commission approves the list of simple programmes to be co-financed taking into account the adaptations to be made for each project following the evaluation

**GRANT SIGNATURE**  
Signing of grant agreements with successful applicants

**GRANT IMPLEMENTATION**

- Reporting and payments 1x year
- Obligation to submit project deliverables
- Follow-up of project indicators
- Project evaluation carried out by external bodies

**MEMBER STATES**  
**SIMPLE PROGRAMMES**

Simple Programmes are programmes submitted by one or more proposing organisations which are all from the same Member State

**LEGISLATORS**  
**Basic Regulation**

- Regulation of the European Parliament and the Council (EU) No 1144/2014
- Commission Delegated Regulation (EU) No 1829/2015
- Commission Implementing Regulation (EU) No 1831/2015

**EUROPEAN COMMISSION**  
**Annual Work Programme**

- Sets out the priorities, including the allocation of resources
- With the involvement of the stakeholders and Member States
- Defines the eligibility, exclusion, selection and award criteria to be applied

**CHAFEA**  
**Calls for Proposals**

- One call for proposals per year is planned for simple programmes and one for multi programmes
- Additional calls can be published in case of serious market disturbance

Promotion of agricultural products