



Overview of the award criteria and points to improve in the proposal

Content of the presentation

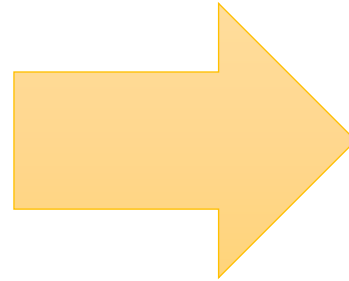
- Award criteria
- Available guidance and information for proposal preparation – list of resources and useful tips
- Examples of points to improve in the proposal (during evaluation)
- Background information

Award criteria

RELEVANCE

QUALITY

IMPACT



THRESHOLD	SCORE
RELEVANCE	15/25
QUALITY	30/50
IMPACT	15/25
TOTAL	60/100

NB: Each **Award Criteria** is made of several sections and **Sub-Criteria**, which are explained and detailed in **PROGRAMME GUIDE** (available in all EU languages).

Evaluation summary report (ESR) provides a detailed assessment on each sub-criteria by external experts

Example of Award criteria

2. KVALITET		Maksimumpoint: 50	Tærskelværdi: 30
CRITERIA SECTION and SUB-CRITERIA →	(a) Passende valg af aktiviteter med hensyn til mål og programmets strategi, tilstrækkelig blanding af kommunikation, synergi mellem aktiviteterne	<ul style="list-style-type: none">• Sammensætningen af aktiviteter og kommunikation stemmer godt overens med programmets mål, strategi og målgrupper.• De planlagte aktiviteter styrker hinanden.• Hvis projektet gennemføres sideløbende med andre private eller offentlige kampagner, er det udformet således, at der skabes synergier med disse kampagner.	
	(b) Præcis aktivitets- og resultatbeskrivelse	<ul style="list-style-type: none">• Aktiviteterne beskrives i detaljer, så følgende besvares: hvem, hvad, hvornår, hvor, hvorfor? <p>Beskrivelsen er tilstrækkeligt detaljeret til, at deres omkostningseffektivitet kan vurderes.</p>	
	(c) Kvaliteten af de foreslåede evalueringsmetoder og indikatorer	<ul style="list-style-type: none">• Evalueringen omfatter en undersøgelse med henblik på vurdering af programmets virkninger, der gennemføres af et uafhængigt eksternt organ.• Metoden er i overensstemmelse med den metode, der foreslås i bilag III.• De foreslåede indikatorer er i tråd med de principper, der er opstillet i artikel 22 i Kommissionens gennemførelsesforordning (EU) 2015/1831.• Der er foreslået basisværdier og målværdier for de planlagte indikatorer.	

Available guidance and information for proposal preparation

F&T portal → call/topic [SIMPLE](#) & [MULTI](#) pages:

- calls for proposals – Call documents (in all EU languages)
- programme guide (in all EU languages)
- application form – via the submission module
- [frequently asked questions](#) (FAQ) and e-translations in other EU languages available [here](#) or [here](#) (last call update)

Other sources of information:

Eurobarometer: data on awareness on EU quality schemes (latest one is [here](#))

The screenshot displays the 'Funding & tender opportunities' portal (Single Electronic Data Interchange Area - SEDIA). The page is for a 'Call for proposal' under the topic 'European agricultural methods and food products, and quality schemes' (AGRIP-SIMPLE-2024-IM-CHARACTERISTICS). The 'Internal navigation' sidebar lists: General information, Topic description, Conditions and documents, Start submission, Topic related FAQ, Get support, and Call updates. The main content area, 'Topic conditions and documents', lists five key points: 1. Eligible countries, 2. Eligibility and admissibility conditions, 3. Evaluation, 4. Indicative timetable for evaluation and grant agreement, and 5. Proposal templates, guidance and model grant agreements (MGA). It provides links for the 'Call document', 'AGRIP Programme guide', 'Submission guide', 'Standard proposal template', and 'AGRIP Mono-beneficiary Model Grant Agreement' in various EU languages (BG, CS, DA, DE, EL, ES, ET, FI, FR, HR, HU, IT, LT, LV, MT, NL, PL, PT, RO, SK, SL, SV).

Proposal preparation – list of resources

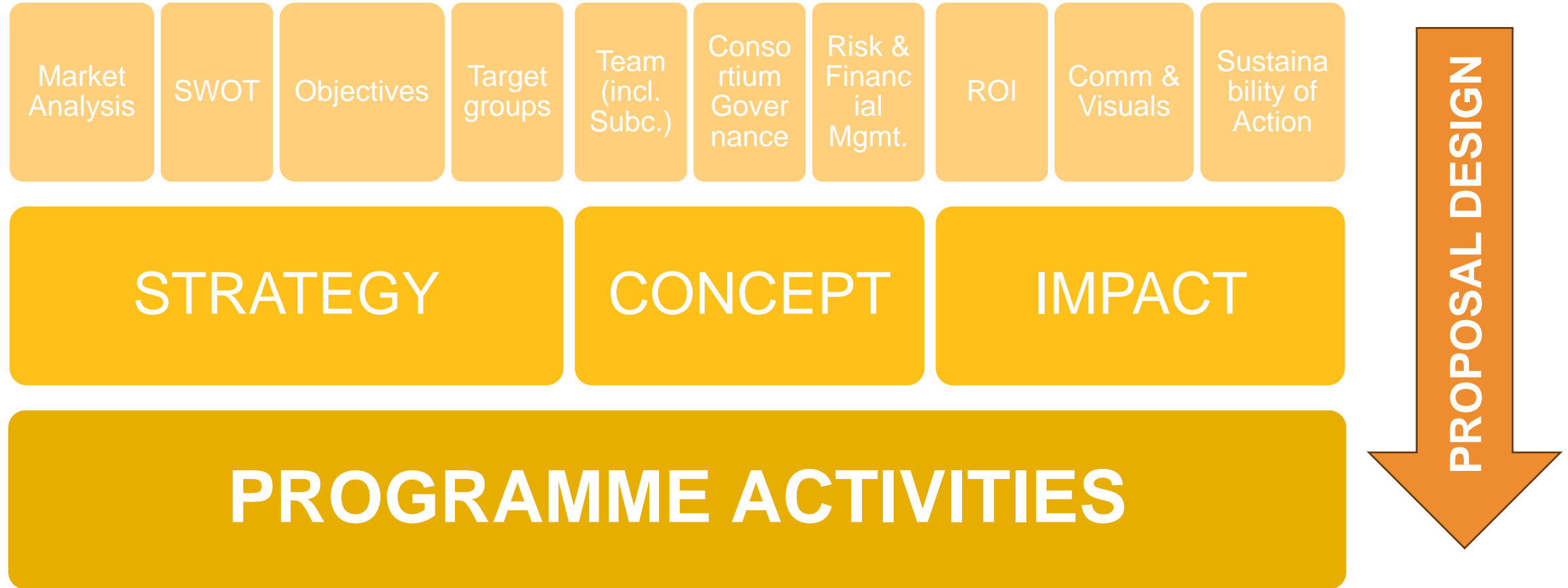
REA [webpage](#):

- Legal framework (*Regulation (EU) No [1144/2014](#); Commission Delegated Regulation (EU) [1829/2015](#) ;Commission Implementing Regulation (EU) [1831/2015](#)*)
- Relevant Information to prepare proposals ([How to Apply](#))
- Eligibility factsheets ([applicants](#), [products and activities](#))
- Information for exporters: [market entry handbooks](#) (26 *market research reports (countries outside the EU)*), [Access2Market](#) portal and other reports and information relevant to markets of third countries
- [Information relative to IPR](#): protection of geographical indications, brands on third markets (webinars, factsheets, links to IPR helpdesks)
- [Campaign map](#) (information on all co-financed programmes)
- [Events](#) and campaigns organized by the EC
- [Subscribe](#) to the newsletter to receive the latest news!

Proposal preparation – useful tips

- Read carefully the **call document**, **FAQs**, and the relevant **regulations**: Is my organisation eligible? Does my proposal correspond to the topic objectives? Is it compliant with all call conditions?
- Ask a person with a **marketing profile** to work on the proposal
- Follow the instructions provided in the **Programme guide**
- Pay attention to the **Award criteria**
- Project **re-submissions**: address the weaknesses identified in the **previous ESR**
- Ensure **translation** of good quality
- Do not wait until the **last minute** to submit your proposal
- Questions? Contact rea-agri-grants@ec.Europa.eu

Proposal preparation – project management approach



Examples of points to improve in proposal preparation

Market Analysis is weak

The market analysis does not cover the **target market** of the proposal; it is not based on **sound market research data** and **import/export figures**. The market analysis does not explain the **competitive position of the proposing organization** against their competitors from third countries. The market analysis does not clearly **identify and describe the target groups** of the programme. The market analysis does not illustrate the **structure and functioning of distribution and retail channels**.

Examples of points to improve in proposal preparation

Budget and cost of activities lack detail

The budget is **vaguely presented**, and it is not possible to **identify split between the activities**. Moreover, since activities are poorly described, it is not possible to assess whether the **budget is commensurate** with them. Moreover, the **proposed costs of activities are not coherent** with the description and **scope of the deliverables**. This also makes it impossible to assess whether costs of individual activities **are comparable to the usual market rates in the target country**.

Examples of points to improve in proposal preparation

Impact and Rol/awareness are weakly addressed

Programme is of **small scale** and does not **detail the intended coverage** (e.g. number and/or relative share of consumers/importers /buyers targeted, etc.). Its potential to increase **demand and/or market share** of EU organic products is **vague** and not convincingly presented... The level of **investment** proposed is not **justified** due to lack of description in relation to the **expected return on investment** and **increase of awareness**.

Examples of points to improve in proposal preparation

Management structure, team and subcontractors are weak

The **management structure** and roles of the **team** involved in the project are insufficiently described. It is **unclear** how **tasks would be split between the applicant and subcontractors** (i.e. implementing and evaluation bodies). The **internal coordination strategy** in terms of managing different partners and **implementing bodies** is vague.

No procedures for selecting implementing and evaluation bodies are specified. The proposal did not elaborate **appropriate procedures** for **supervising** the work of implementing bodies and other subcontractors.

Examples of points to improve in proposal preparation

Inflated costs

In some cases the costs are **inflated** (B2B dinners; Project coordination, WP 1.2 some unit costs for accommodation and allowances).

The costs of activities are generally coherent with the description and scope of the deliverables although some travel costs are **inflated**.

Overall costs for a promotional video and visual identity are **inflated**, also considering the synergy with the communication strategy already adopted in country X (visual campaign, contents, graphics).

In WPX and for country X (shopping bags and cup holders) for XXX € per year is **inflated** and unclear since no detailed units per countries is indicated.

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Q&A

1 February 2024

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Questions (non-IT)
Questions (IT)

REA-AGRI-GRANTS@ec.europa.eu
[IT Helpdesk contact form](#)

Award criteria – RELEVANCE (1/3)

CRITERIA	SUB-CRITERIA
1. <u>RELEVANCE</u>	Max. point: 25 Threshold: 15
(a) Relevance of proposed information and promotion measures to the general and specific objectives listed in Article 2 of Regulation (EU) No 1144/2014, aims listed in Article 3 of that Regulation, as well as to priorities, objectives and expected results announced under the relevant thematic priority	<ul style="list-style-type: none">• The proposal fits well the specific objectives and aims set in the legal base, and adequately addresses the chosen thematic priority and topic of the call for proposals.• The relevant aspects are well translated into the programme strategy, activities and messages.
(b) Contribution of the proposed information provision and promotion project in respect of the objectives of the climate and environmental ambition of the CAP, the Green Deal and Farm to fork strategies, in particular concerning sustainability of production and consumption.	<ul style="list-style-type: none">• 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.

Award criteria – RELEVANCE (2/3)

(c) Quality and relevance of the market analysis	<ul style="list-style-type: none"> • The market analysis covers target market(s) of the proposal; it is based on sound market research data and/or import/export figures, which have been quoted in the proposal. • The market analysis points out to trends and challenges to be tackled by the programme; they are presented in a coherent SWOT analysis. • The market analysis describes the competitive position of the proposing organisation(s) and the products to be marketed, of other EU suppliers as well as of their competitors from third countries. • The market analysis identifies and describes well the target groups of the programme. • The market analysis describes the structure and functioning of distribution and retail channels. • Regarding third country markets, there is reference to import conditions, such as tariff and non-tariff barriers.
(d) Coherence of the programme strategy, objectives, target groups and key messages	<ul style="list-style-type: none"> • The programme objectives are coherent with the market and SWOT analysis. • The programme objectives are specific, measurable, achievable, result-focused and time-bound (SMART).
	<ul style="list-style-type: none"> • The strategy addresses the challenges identified in the market analysis and is coherent with the programme objectives. • In case of continuation of previous co-financed campaigns, the impact of the previous campaigns and the reason for continuation are clearly described. • The strategy and key messages are adapted to all targeted markets and target groups.

Award criteria – RELEVANCE (3/3)

<p>(e) EU message of the campaign</p>	<ul style="list-style-type: none">• Proposal clearly describes the foreseen main EU message and how the programme will disseminate information on and promote one or several specific features of EU agricultural production methods and products. <p>Programme messages make reference to Europe in general, to the EU, to the CAP, EU legislation, EU products or EU production standards. They are aligned with the objectives of the selected Topic.</p>
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Award criteria – QUALITY (1/3)

2. <u>QUALITY</u>	Max. point: 50	Threshold: 30
(a) Suitable choice of activities with respect to objectives and programme strategy, adequate communication mix, synergy between the activities	<ul style="list-style-type: none">• The activities and communication mix correspond well with the programme objective, strategy and target groups.• The planned activities strengthen each other.• If the project will be running in parallel with other private or public campaigns, it is designed in a way to create synergies with these campaigns.	
(b) Concise description of activities and deliverables	<ul style="list-style-type: none">• Activities are well described in order to answer the questions: who, what, when, where, why? <p>The description is detailed enough to estimate their cost-efficiency.</p>	
(c) Quality of the proposed evaluation methods and indicators	<ul style="list-style-type: none">• Evaluation includes a study to evaluate the programme's impact undertaken by an independent external body.• The methodology is in line with the one suggested in Annex III.• The proposed indicators are aligned with the principles exposed in Article 22 of the Commission Implementing Regulation (EU) 2015/1831.• Baseline and target values are proposed for the planned indicators.	

Award criteria – QUALITY (2/3)

(d) Suitable allocation of budget in relation to the objectives and scope of the activities	<ul style="list-style-type: none">• The budget is efficiently split between the activities. It is commensurate with the described strategy and expected impact.
(e) Clear description of the estimated costs and accuracy of the budget	<ul style="list-style-type: none">• For each deliverable, costs are described and presented by using costs per output.
	<ul style="list-style-type: none">• There are no errors in the analysis of costs in part B and in the Detailed budget table. Detailed budget table is reconciled with the budget presented in Part A of the proposal, and with the description in Part B, Section 4.
(f) Consistency between the estimated costs and deliverables	<ul style="list-style-type: none">• The costs of activities are coherent with the description and scope of the deliverables.• Costs of individual activities are comparable to the usual market rates in the target country.• The number of person-days estimated for activities implemented by the applicant(s) is proportional to the level of its(their) involvement in the programme implementation; their rates are justified.

Award criteria – QUALITY (3/3)

<p>(g) Project organisation and management structure</p>	<ul style="list-style-type: none">• The management structure and roles of the staff involved with the programme implementation are clearly described.• The division of tasks between the implementing/evaluation bodies and applicants is clearly defined.• An efficient internal coordination strategy in terms of managing different partners and implementing bodies is defined.• Adequate procedures for selecting implementing and evaluation bodies are described (best value for money and absence of conflict of interest are respected).
<p>(h) Quality control mechanisms and risk management</p>	<ul style="list-style-type: none">• Appropriate procedures for supervising the work of implementing bodies and other subcontractors are defined. Both quality of deliverables and respect of timing and budget will be monitored.• Adequate major risks which could hamper the outcome of the project are identified and correctly classified and mitigating actions to be put in place are presented.

Award criteria – IMPACT

3. <u>IMPACT</u>	Max. point: 25	Threshold: 15
(a) Impact of project at EU level	<ul style="list-style-type: none">• Programme is of significant scale and has potential to increase demand and/or market share.• Programme has significant coverage (e.g. number and/or relative share of consumers/importers/buyers targeted, etc.).• Impact of the programme is quantified on the level of the proposing organisation(s) and/or the Member State of the proposing organisation(s).• Programme has potential to benefit other EU producers from the same or other product sector(s).• The project has potential to ensure sustained economic and social impact. If applicable, added value in terms of employment is described.• The project has potential to contribute to sustainable production and/or consumption.	
(b) Justification of the overall level of investment	<ul style="list-style-type: none">• The level of investment proposed is justified by the expected return on investment (for promotion programmes) and/or increase of awareness (for information programmes).	

Examples of points to improve in proposal preparation

Proposal is out of scope of the call for proposals and/or topic

You should carefully check the **scope of the call and topic** to which you are applying. For example, the topic description indicates if the promotional programme can target the **EU internal market** and/or **non-EU countries** and if **all products/schemes** fall within the scope of the given topic.

Examples of points to improve in proposal preparation

Promotional programme is not of significant scale

Promotional programmes should be of **significant scale** in terms of their foreseen measurable cross-border impact.

For SIMPLE programmes, this also means that they have to be implemented in an EU country other than the EU country of the proposing organisations (exceptions to this rule apply to promotion of European Union quality schemes and proper dietary practices – see [Article 3\(1\)\(b\) of Regulation 2015/1829](#))

Examples of points to improve in proposal preparation

Promotional programme objectives are not well defined

Programme **objectives** shall be clearly defined and **based on a market analysis**. This facilitates the definition of the programme's strategy. The objectives shall be set within a SMART framework. A set of **indicators** allowing the follow up **of attainment of the objectives** shall also be identified.

Examples of points to improve in proposal preparation

Activities and deliverables are not well defined

Good programme proposals provide a detailed description of **activities** to be implemented as well as of **deliverables** (i.e. outputs of the campaign). This allows the evaluation of their **coherence** with the programme strategy and objectives, as well as the **cost effectiveness** of the programme. Instructions available in the guide for applicants will help you with a list of essential questions that need to be addressed by your proposal.

Examples of points to improve in proposal preparation

European Union message is lacking

A promotional programme should have an **EU dimension**, both in terms of content and impact. One aspect of the EU dimension is the presence of a [main EU message](#). Messages should not only focus on the product promoted, but also on European production standards, the quality and safety of European food products, European dietary practices and culture, European Union quality logos, etc.

Examples of points to improve in proposal preparation

Organisation and risk management are not described

The programme **organisation** and **risk management** are evaluated under the award criterion “management quality” to assess if the applicants are well prepared for **programme implementation**. They are evaluated on the basis of the information provided in the proposal, regardless of the notoriety, size or experience of the proposing organisation.

Examples of points to improve in proposal preparation

Evaluation methodology is absent

The programme proposal shall indicate how the **impact of the campaign will be evaluated**. It should thus present how the **chosen evaluation methods** will be applied in line with the objectives and indicators defined in the proposal.

Thank you



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