

# Eligibility

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29/01/2025

# Eligibility Checker

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## Eligibility Checker

Find out if you are eligible to apply for AGRIP calls for proposals by answering questions about your organisation, products you wish to promote, as well as the target markets.

Answer up to 8 questions, and at the end of the questionnaire you will receive feedback based on the input you have provided.

*Disclaimer: the following information is purely for informative purposes. Applicants are encouraged to thoroughly read the eligibility conditions outlined in the call for proposals.*



# Eligible organisations

Regulation (EU) 1144/2014 Article 7, Delegated Regulation (EU) 2015/1829 Article 1



# Summary of changes to eligibility

Revisions to Commission Delegated Regulation (EU) 2015/1829 in the area of eligibility:

- Deletion of Art. 1(d) – representativeness requirement for agrifood sector bodies
- Amendment of Art. 1.4 – clarification of « continuation rule »



# Eligible organisations

- Trade or inter-trade organisations representative of the sector(s) concerned at MS level
- Trade or inter-trade organisations representative **at EU level**
- **Producer organisations or associations of producer** organisations recognised by the Member State
- **Agri-food sector bodies** with public service mission in charge of promotion of agricultural products (example: Chambers of Agriculture, etc.)



# Representativeness (1/2)

Organisations must be **representative** of the sector or product(s) promoted

1) Trade or inter-trade organisations

- Rule of 50 % of the volume or value of marketable production of the product/s or sector concerned in the MS or at EU level

OR

- Interbranch organisation recognised by the MS (Reg 1308/2013, No 1379/2013)

2) Groups GIs (Reg. 1151/2012, now Reg. 2024/1143):

- Rule of 50 % of the volume or value of marketable production of the product(s) with registered denomination

**Flexibility** for lower thresholds <50%: if specific circumstances justify treating the organisation as being representative



# Representativeness (2/2)

- 3) Producer organisations or associations of producer organisations recognised by the MS (articles 152 and 156 of Reg. (EU) 1308/2013)
  
- 4) Agri-food sector bodies
  - *Cumulative conditions* need to be fulfilled:
    - a. It is an agri-food sector body
    - b. Its objective is to provide information on, and to promote, agricultural products
    - c. It has been entrusted, by the Member State concerned, with a clearly defined public service mission in this area
    - d. It has been legally established in the Member State in question at least two years prior to the date of the call for proposals
    - e. ~~It has representatives of the product(s) or sector concerned by the programme among its memberships~~ → amendment of DR



# Products and schemes

Regulation (EU) 1144/2014, Article 5





# Products

- All agricultural products in Annex I to the TFEU excluding tobacco
- Processed products listed in Annex I Regulation 1144/2014 (beer, chocolate, pasta, sweet corn, cotton...)
- Spirits with a Protected Geographical Indication

Additional eligibility conditions:

- Wine (designation of origin/GI/grape variety):
  - Simple programmes = Basket approach
  - Multi programmes = Wine alone possible
- Wine/spirits/beer in the internal market = Information on quality schemes or responsible consumption
- Fishery and aquaculture products: Basket approach



# Quality Schemes

- EU quality schemes:
  - PDO,
  - PGI,
  - TSG,
  - optional quality terms (eg mountain product)
- The organic production method
- The logo for quality agricultural products specific to the outermost regions of the Union
- National quality and certification schemes (Reg. 1305/3013, art. 16 points (b) and (c) )



# Eligible activities

Call for proposals – chapter 6



# What is a promotion programme?

- A coherent set of operations: public relations, advertising, PoS promotion, website and social media, events and fairs, etc.
- Can be a B2B or B2C campaign
- Implemented over a period of at least one but not more than three years



# Eligible activities – indicative list

- Management of project
- Public relations (PR activities, Press events)
- Website, social media (Website setup, updating, maintenance, Social media accounts setup, regular posting, Other - mobile apps, e-learning platforms, webinars, etc.)
- Advertising (Print, TV, Radio, Online, Outdoor, Cinema)
- Communication tools (Publications, media kits, promotional merchandise, Promotional videos)
- Events (Stands at trade fairs, Seminars, workshops, B2B meetings, trainings for trade/cooks, activities in schools, Restaurant weeks, Sponsorship of events, Study trips to Europe)
- Point-of-sale (POS) promotion (Tasting days, Other: promotion in retailers' publications, POS advertising)



# Revised continuation rule (1/2)

- **In Article 1, paragraph 4 amends the ‘continuation rule’:**
  - Prohibition of receiving support for more than two information and promotion programmes on the same product or scheme, carried out in parallel or consecutively on the territory of the same target country, or a part thereof.
  - However, a proposing organisation may again receive support for such programmes if the following two conditions are fulfilled:
    - (i) the proposing organisation applies for a new programme after the end of the implementation of the previous programmes; and
    - (ii) the starting date of the implementation of the new programme shall be at least 12 months after the end of the implementation of the previous programmes.



# Revised continuation rule (2/2)

- **Article 1(4) also provides for:**

- **Exception to the continuation rule:**

Programmes carried out to restore normal market conditions will not count towards max. number of consecutively or parallelly implemented programmes promoting the same product or scheme, which may receive support.

- **Definitions of parallel and consecutive implementation of programmes:**

Two information and promotion programmes are carried out in parallel when their implementation periods overlap entirely or partly, and they are carried out consecutively when the implementation of the second programme started less than 12 months after the end of the implementation of the first programme.



# Q&A