

Overview of the award criteria and tips for high-quality proposals



How to prepare a successful 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		THRESHOLD	SCORE
		RELEVANCE	15/25
QUALITY		QUALITY	30/50
		IMPACT	15/25
IMPACT		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 every EU language).

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

Example of Award criteria

<p>CRITERIA</p> <p>MAXIMUM SCORE and THRESHOLD</p> <p>CRITERIA SECTION and SUB-CRITERIA</p>	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.	

Available guidance and information for proposal preparation

F&T portal → 2025 calls **SIMPLE & MULTI** (already online):

- 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 all EU languages e-translations directly available on

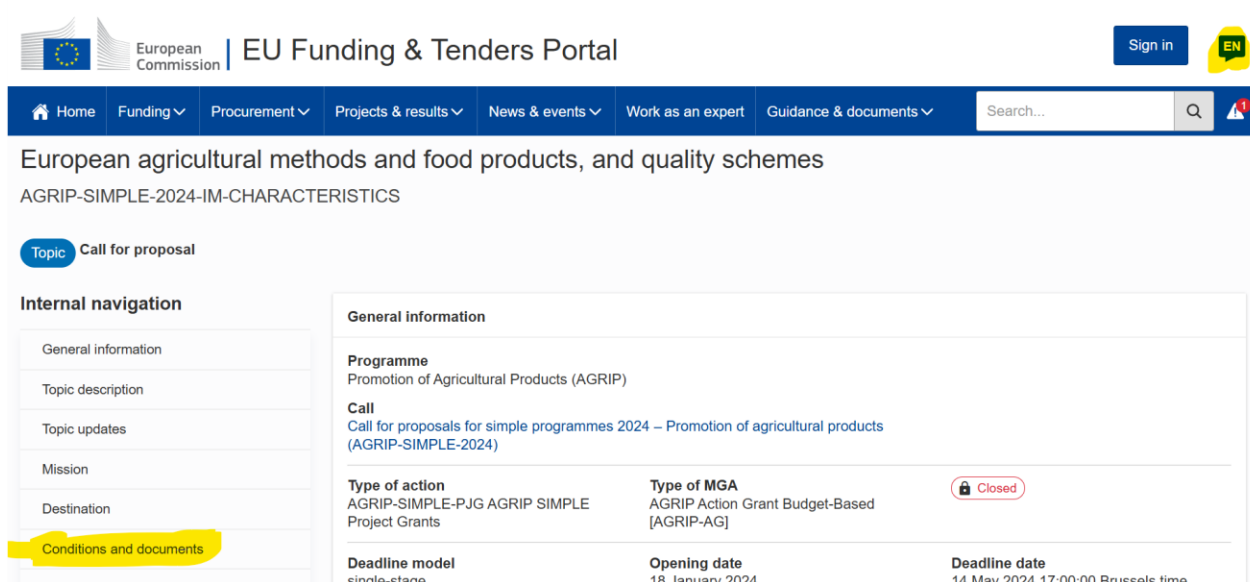
F&T portal (*switch language top right*)

NEW

Other sources of information:

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

Available guidance and information for proposal preparation



European Commission | EU Funding & Tenders Portal

Home Funding Procurement Projects & results News & events Work as an expert Guidance & documents Search...

European agricultural methods and food products, and quality schemes

AGRIP-SIMPLE-2024-IM-CHARACTERISTICS

Topic Call for proposal

Internal navigation

- General information
- Topic description
- Topic updates
- Mission
- Destination
- Conditions and documents

General information

Programme
Promotion of Agricultural Products (AGRIP)

Call
Call for proposals for simple programmes 2024 – Promotion of agricultural products (AGRIP-SIMPLE-2024)

Type of action AGRIP-SIMPLE-PJG AGRIP SIMPLE Project Grants	Type of MGA AGRIP Action Grant Budget-Based [AGRIP-AG]	Closed
Deadline model single-stage	Opening date 18 January 2024	Deadline date 14 May 2024 17:00:00 Brussels time

EU citizens, agriculture and the CAP

Find all results in the [Reports and documents](#) section

Abstract

This survey explores respondents' opinions about agriculture, rural areas and the common agricultural policy (CAP). 92% of respondents think agriculture and rural areas are important for the future. In 24 countries, providing safe, healthy food of high quality should be the EU's main objective in terms of agricultural and rural policy. 62% of respondents say that this should be the main objective. At least half of the respondents also mention protecting the environment and tackling climate change. More than 7 out of 10 respondents think the CAP is fulfilling its role in securing a stable supply of food in the EU.

Reports and documents

- + Factsheets
- + Factsheets (national language)
- + Publication Reports
- + Summary


Proposal preparation – list of resources

REA [webpage](#):

- Legal framework (*Regulation (EU) No [1144/2014](#); Commission Delegated Regulation (EU) [1829/2015](#) and its amending act [2025/70](#); 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](#) (27 market research reports (countries outside the EU), [Access2Market](#) portal and other reports and information relevant to markets of third countries)

Proposal preparation – list of resources

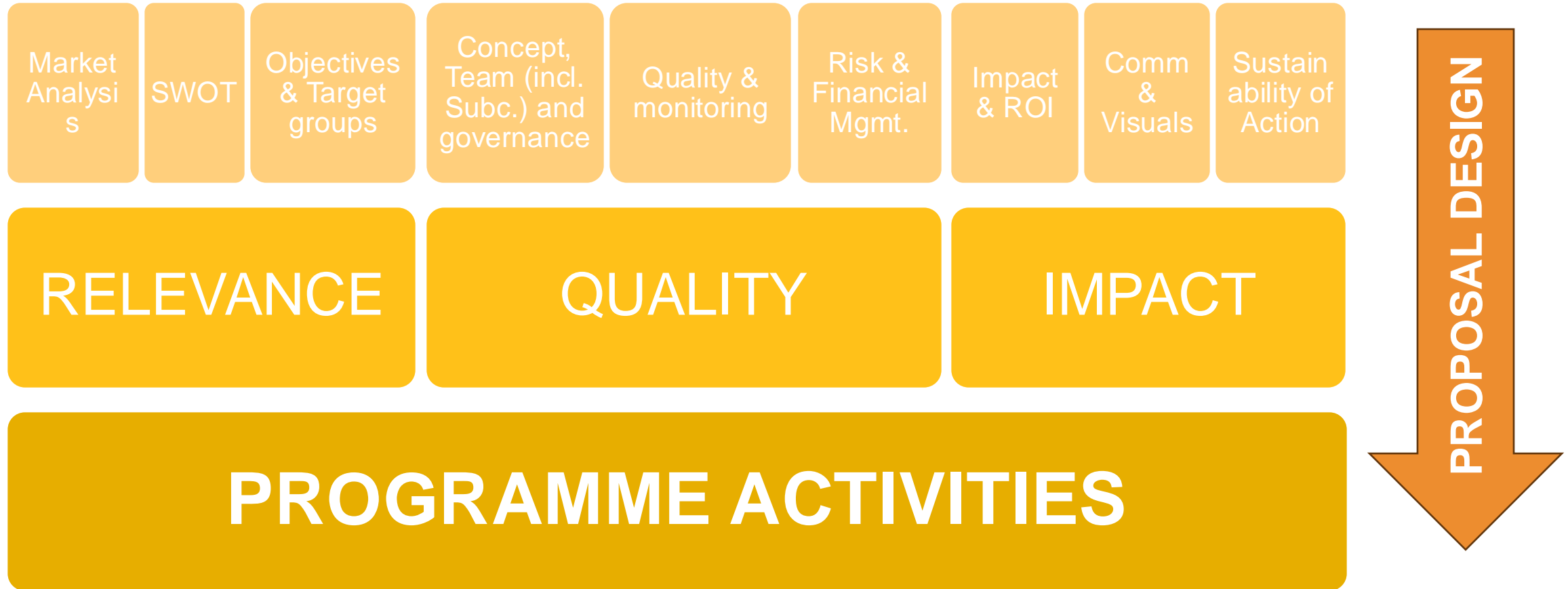
REA [webpage](#) (continuation):

- [Information relative to IPR](#): protection of geographical indications, brands on third markets (webinars, factsheets, links to IPR helpdesks)
- [EIFE campaigns map](#) (information on all co-financed programmes) 
- [Events](#) and campaigns organised 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 help you with the proposal
- Follow the instructions provided in the **Programme guide**
- Pay attention to the **Award criteria**
- For a **re-submitted proposal**: address the weaknesses identified in the **previous ESR**
- Ensure EN **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



Proposal preparation – final considerations

Yearly Review in Brussels

Secure **budget to cover travel costs** for all project staff (beneficiaries, IB and EB representatives) for yearly review meetings in Brussels

Monitoring ≠ Evaluation

Pay attention to the differences between Monitoring and Evaluation. Project monitoring is under applicant' remit (*you need to explain how*) while evaluation is done by an EB (*external company that uses their own methodology*)

Data collection

When drafting the proposal, make efforts in conceptualizing how you will collect and manage accurate, high-quality data from the start (i.e. indicators)

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 RoI/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.

Thank you



Questions (non-IT)

REA-AGRI-GRANTS@ec.europa.eu

Questions (IT)

[IT Helpdesk contact form](#)

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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



Questions (non-IT)

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