



Info Days On The 2025 Calls For AGRIP

***SIMPLE or MULTI:
an experience from both sides***

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SUMMARY

- *UNAPROL: ORGANIZATION PROFILE*
- *UNAPROL: PREVIOUS EXPERIENCE ON PROMOTIONAL PROJECTS*
- *UNAPROL: ONGOING PROMOTIONAL PROJECTS*
- *WHY A MULTI PROJECT OR A SIMPLE PROJECT*
- *MAIN DIFFERENCIES IN PROJECT MANAGEMENT*

ORGANIZATION PROFILE

Unaprol, Consorzio Olivicolo Italiano, represents the interests of over 100.000 olive growers in Italy, who are members of local associations in all the olive oil producing regions.

Unaprol is committed to supporting olive production with multiple activities, such as:

- technical assistance to olive growers and support for the sustainability of the olive oil supply chain
- traceability of the olive oil supply chain
- improvement in the quality of extra virgin olive oil
- promotional initiatives in the internal market and in third countries
- promotion of the culture of quality extra virgin olive oil through information/ education campaigns
- market analysis and marketing support
- training courses (i.e., for professional tasters of virgin olive oil and table olives).

ORGANIZATION PROFILE

Mission:

The heart of Unaprol's activities is the implementation of the national support programme for the olive sector within the Reg. (EU) 1308/2013 (OCM Olive Oil – Quality Improvement Programme), pursuing the following strategic objectives:

- To support a majority of olive growers in their planned activities to guarantee the highest impact of the programme.
- To provide high quality technical assistance and services to olive-growing enterprises.
- To develop actions supporting the promotion of extra virgin olive oil and table olives, tailored to the characteristics of the different regions.
- To introduce innovative solutions in agricultural production and processing, through the supply of equipment and machinery.

PREVIOUS EXPERIENCE ON PROMOTIONAL PROJECTS

Promotional projects completed under the Reg. (EU) 1144/2014:

ECCEOLIO 826023 (Multi Project presented with FRANCEOLIVE). Target countries: Italy, France and Germany

ECCEAMERICA 824867 (Simple Project) Target countries: USA, Canada and Mexico

ECCEASIA 874816 (Multi project presented with Confederação dos Agricultores de Portugal - CAP). Target countries: Japan and Taiwan

ECCERUSSIA 874817 (Simple Project). Target country: Russia.

Promotional projects completed under the Reg. (EU) 501/2008:

OLIO DI OLIVA ALTA QUALITA' EUROPEA (Simple Project). Target countries: UK, Germany and France (17/10/2008-16/10/2011)

OLIO DI OLIVA ALTA QUALITA' EUROPEA (Simple Project). Target countries: Belgium, Holland, Denmark and Italy (26/9/2011-25/9/2014)

OLIO DI OLIVA ALTA QUALITA' EUROPEA (Simple Project). Target countries: USA and Canada (27/2/2012 – 26/2/2015)

OLIO DI OLIVA ALTA QUALITA' EUROPEA (Simple Project). Target countries: USA and Canada (15/7/2015 – 14/7/2018)

OLIO DI OLIVA ALTA QUALITA' EUROPEA (Simple Project). Target countries: UK, Germany and Italy (2/2/2016 – 1/2/2019)



ONGOING PROMOTIONAL PROJECTS



Approved and ongoing promotional projects (under the Reg. (EU) 1144/2014):

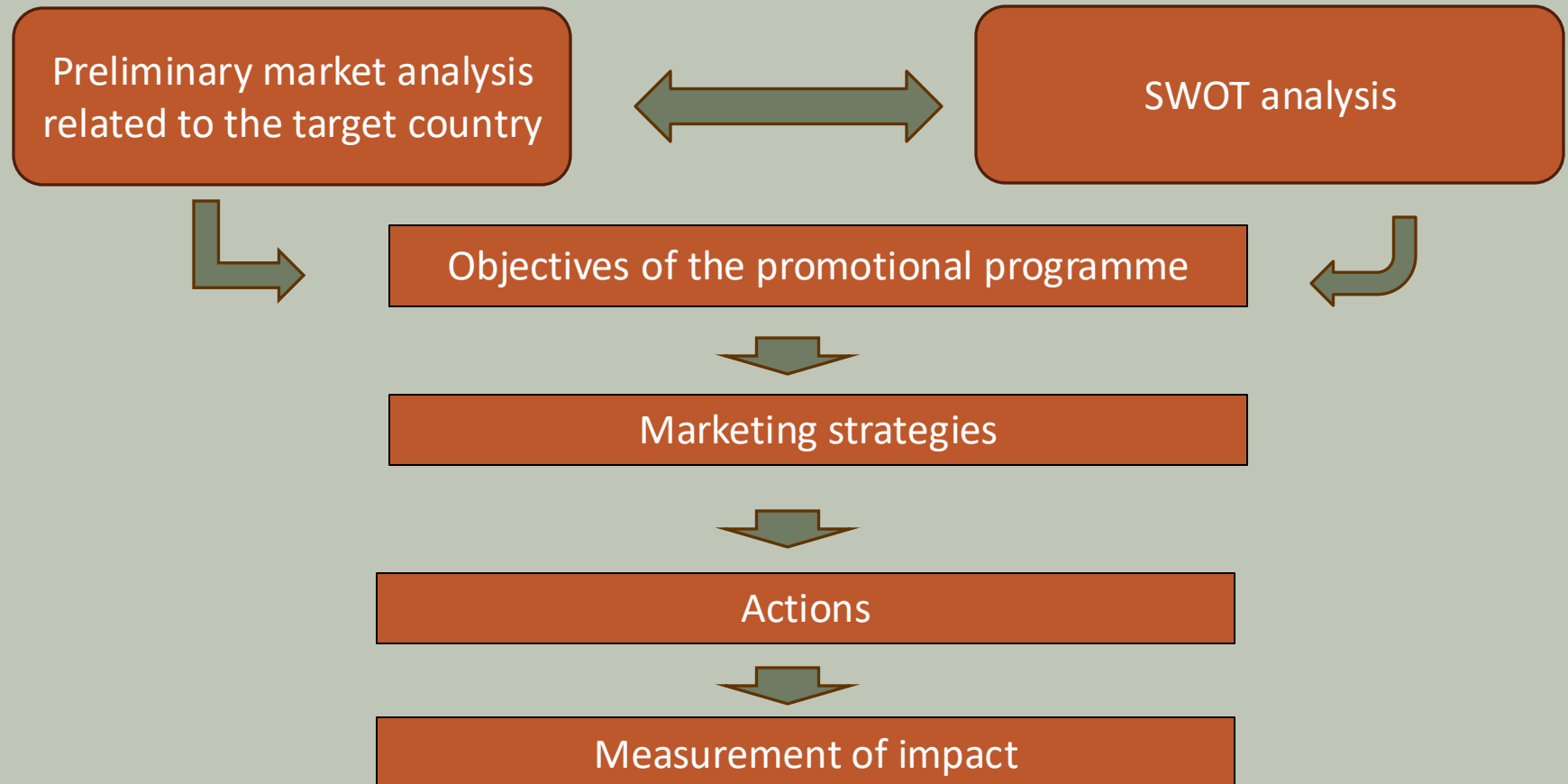
- ✓ ECCEAMERICA 101137999 (Multi project presented with Confederação dos Agricultores de Portugal - CAP). Target countries: USA, Canada.
- ✓ ECCEASIA 101137997 (Multi project presented with Confederação dos Agricultores de Portugal - CAP). Target countries: Japan and Taiwan.
- ✓ ECCECHINA 101137995 (Simple project). Target country: China
- ✓ ECCEBIO 101095669 (Simple project). Target countries: Italy, Germany, Belgium and France

ONGOING PROMOTIONAL PROJECTS



	<u>MULTI PROJECT</u>	<u>SIMPLE PROJECT</u>
<u>INTERNAL MARKET</u>		ECCEBIO <i>(Target countries: Italy, Germany, Belgium and French From Feb/2023 – To Gen/2026)</i>
<u>THIRD COUNTRIES</u>	ECCEASIA <i>(Target countries: Japan - Taiwan From Gen/2024 – To Dec/2026)</i> ECCEAMERICA <i>(Target countries: USA - Canada From Apr/2024 – To Mar/2027)</i>	ECCECHINA <i>(Target countries: China From July/2024 – To June/2027)</i>

WHY A MULTI PROJECT OR A SIMPLE PROJECT IT DEPENDS ON:



Preliminary market analysis
related to the target country

Analysis of:

- European exports of extra virgin olive oil to target countries ;
- the availability/variety of product endowment of the program beneficiaries in their country of residence;
- domestic production of extra virgin olive oil in relation to the target countries;
- the food habits of the target countries and related trends;
- the consumption of extra virgin olive oil in the target countries;
- the demographic data of the target countries;
- the macroeconomic scenario in the target countries;
- the distribution chain of agri-food products and of possible barriers to product entry.

Strengths

- Ability to offer quality products;
- Ability to offer products with a wide range of biodiversity;
- Ability to offer products that meet high standards in traceability, sustainability, food safety;
- Extensive knowledge of the olive sector and adaptability to the specific needs of the Chinese market.
- Previous experience in the management and implementation of promotion programmes in third countries or in the geographic area of the target countries.

Weaknesses

- High price for quality products when high inflation is experienced in target countries;
- Policies on duties;
- Absence of specific experience of the proposer in target countries.

Opportunities

- Consumer tendency toward healthy food choices;
- Consumer tendency for high-end products;
- Favorable bilateral agreements with target countries;
- Rapidly growing demand for the commodities object of the promotional programme (*or for organic products fox example*);
- Trending growth in imports from the EU from the target countries of the products covered by the promotion activities.

Threats

- Price competitions among European producers themselves;
- Target countries markets near to the saturation;
- Distributor's contracting power;
- Strong presence on the target market of products replacing those covered by the promotional activities;
- Cultural tendency on the part of the target countries not to abandon their culinary traditions

Target group for promotional actions

ECCEASIA: Young people and adults with a medium/high cultural level

ECCEAMERICA: Target consumers in the 25 to 65 years old age range, culturally elevated/ traders/ restaurateurs

ECCEBIO: Target consumers who are roughly between 30 and 60 years old, belonging to a middle or upper-middle social class

ECCECHINA: Target consumers who are roughly between 20 and 40 years old, belonging to a middle or upper-middle social class/ traders/ restaurateurs

WHY A MULTI PROJECT



Effectiveness of actions

Partners can identify areas of potential improvement and develop strategies to improve the achievement of objectives

Better decision processes

By collaborating, partners can utilize their collective knowledge and experience to develop better solutions to problems

Quality improvement

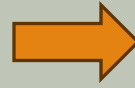
Collaboration makes more comprehensive and effective quality controls possible as partners review each other's work and provide constructive feedback

Risk management

By collaborating, partners become more responsible for the success of the project and can more easily identify any potential problems

WHY A MULTI PROJECT

Effects on
communication
actions



General improvement in the promotion of European products, taking into account that products originate from European countries



Pooling the experiences gained in the beneficiaries' countries of the production of the commodities covered by the promotional activities

MAIN DIFFERENCES IN PROJECT MANAGEMENT

	<u>Multi project</u>	<u>Simple project</u>
1) Reporting Reference Entity	MULTI Projects are managed directly with REA through the <i>EU Funding & Tenders portal</i>	SIMPLE Projects are managed directly with the Member State
2) Responsibility for project implementation	All beneficiary entities of the project are responsible for its implementation	The beneficiary entity of the project is solely responsible for its implementation
3) Grant agreement	Is directly stipulated with REA	Is stipulated with national paying agency (<i>for Italy: AGEA</i>)
4) Consortium agreement	Is stipulated between the beneficiaries	<i>Not applicable</i>
5) Reporting	Reporting is managed directly with REA on the Tenders portal. The coordinator also collects partners reports and send them with their own	Reporting is sent directly to the national paying agency

MAIN DIFFERENCES IN PROJECT MANAGEMENT

	<u>Multi project</u>	<u>Simple project</u>
6) Coordination work among beneficiaries	Multi projects require constant coordination between the entities promoting the project, therefore, it is necessary to organize meetings and communications between the parties in order to effectively manage the program	<i>Not applicable</i>

MAIN DIFFERENCES IN PROJECT MANAGEMENT

	<u>Multi project</u>	<u>Simple project</u>
7) Other obligations for all beneficiaries	<ul style="list-style-type: none"> - Providing all information upon request of REA/paying agency; - Keeping information up-to-date and informing REA/paying agency of events and circumstances likely to affect the agreement; - Monitoring that actions are properly implemented; - Sending periodical reports; - Keeping supporting documents to back up the costs claimed; - Submitting to audits requested by the member state, the Commission, the European Anti-Fraud Office (OLAF) and the European Court of Auditors; - Affixing the EU symbol and the slogan "Enjoy, it's from Europe" to project materials. 	
8) Other obligations for coordinator	<ul style="list-style-type: none"> - Acting as an intermediary for all information between the beneficiary and REA; - Forwarding to the beneficiary any documents or information requested by REA and verifying they are complete and correct before sending to REA; - Sending deliverables and reports to REA; - Ensuring that all payments to the partners are made without delay. 	Not applicable



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***THANKS
FOR YOUR ATTENTION***

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