



REPLIES TO THE UNANSWERED SLIDO QUESTIONS AT INFO DAYS ON THE 2025 CALLS FOR AGRIP

Introduction

Welcome to our comprehensive Q&A document, a resource created in response to the engaging discussions and inquiries raised during [INFO DAYS ON THE 2025 CALLS FOR AGRIP](#). The event generated a wealth of questions from participants, and while we endeavoured to address as many as possible during the session, time constraints meant that some queries remained unanswered.

To ensure that all potential applicants have the information they need, we have carefully shortlisted the most relevant questions and provided detailed answers in this publication.

This document is intended to serve as an additional resource for those interested in the 2025 AGRIP calls. We strongly encourage all prospective applicants to review the FAQs available on the [Funding & Tenders \(F&T\) portal](#) and to consult the [programme guide](#) for comprehensive guidance. For queries specifically related to eligibility, please make use of the eligibility checker, accessible [here](#).

We hope that this document will provide the answers to the questions you still have and will support your application process.

Thank you for your interest and participation. We look forward to receiving your applications and wish you success in your endeavours.

QUESTION	REPLY
What could be the ideal proportion of the budget for Implementing Body?	There is no ideal proportion of budget to be entrusted to the Implementing Body. It depends on which activities will be carried out by the beneficiary(ies), considering that coordination tasks cannot be subcontracted, and evaluation study must be subcontracted to an independent body - for more details on the activities, see the programme guide at page 23 . See also FAQ 17104.
Is it eligible to promote products from regions of different countries connected by a common philosophy, cultural context, touristic attractiveness, and lifestyle? Is it possible to use this "umbrella regions" to leverage the products in conjunction with the surrounding landscape?	It is possible to promote products from several countries. To know more about the rules concerning display of origin of products to be promoted, please see FAQs 17112, 17114 and 17115.
For the goodies, trade fairs etc is there a criteria / evaluation on sustainability, especially in the use of the budget?	Sustainability is an aspect covered by the evaluation criterion "Relevance" (b). See the programme guide at page 29 for more information.
Are new organization that are new eligible with no tangible past projects or with no activities already done but they are organized to start from there.	See FAQs 17087 and 17104. You can also use our eligibility checker available here .
Are the EU pulses and vegetables and the foods made from these in scope for the simple programme?	See FAQ 17037
In case of continuation (even when there was a gap year without EU funding), can we use the same communication concept, or should this be a new developed communication concept?	Both options are possible. If the same "communication concept" is used, related costs - already charged in the previous project - are not eligible.
We would like to organize a campaign at regional and national level in France (SIMPLE program). Nevertheless, would it be possible to organize a fair abroad (Czech Republic), with similar value chains and sector to improve good practices exchanges and communication?	In general, it is not possible to organise a fair in a country different from the one targeted by the SIMPLE programme, unless it is justified with solid arguments on how this would contribute towards programme's objectives. In addition, please note that based on Article 3(1)(b) of Delegated Regulation 2015/1829, simple programmes targeting internal market must be implemented in at least two Member States or be implemented in one Member State if that Members state is different from the Member State of origin of the proposing organisation(s). This requirement does not apply to the programmes relaying message that concerns Union quality schemes referred to in Article 5(4)(a), (b) and (c) of Regulation (EU) No 1144/2014 and to programmes relaying message which concerns proper dietary practices.

QUESTION	REPLY
Can social media channels previously opened for completed projects be used for new projects? This way, the followers and engagement gained can be maintained.	Yes, it is possible although the existing social media channels must reflect the new campaign messages.
Can in kind contributions or other non-financial means qualify as private financing?	In-kind contributions can be provided by third parties as foreseen by art. 9.2 of the AGRIP MULTI/SIMPLE MGA . Such third parties may not charge costs or contributions to the action and the costs for the in-kind contributions are not eligible.
A simple project we are running with other Italian consortia for the promotion of our GIs in Italy and France is coming to an end the next February. Is the obligation to take a one- or two-year break before submitting another project with Italy still in effect? Thank you	See FAQs 56802 36064 and 56804.
Would it be possible to introduce lump sums criteria earlier for SIMPLE programmes? at the same time as for MULTI programmes?	As the governance of MULTI and SIMPLE programmes is different, the adoption of Lump Sums follows different procedures. To be able to use Lump Sums in SIMPLE programme, the COMMISSION IMPLEMENTING REGULATION (EU) 2015/1831 must be amended.
Can you repeat again where to find the continuation rule on eurlex?	The continuation rule is defined in COMMISSION DELEGATED REGULATION (EU) 2025/70
A simple project we are running with other Italian consortia for the promotion of our GIs in Italy and France is coming to an end the next February. Is the obligation to take a one- or two-year break before submitting another project with Italy still in effect?	See FAQs 56802, 36064 and 56804.
In a simple Quality Schemes program, what precautions are necessary to promote a basket of AOP, IGP certified products and a national quality mark such as the red label in France? How can this national mark be highlighted in communication campaigns?	Specific rules for information and promotion campaigns for agricultural products, including how national quality schemes are displayed, are mentioned in the SPECIFIC RULES FOR CARRYING OUT THE ACTION (— ARTICLE 18) of the AGRIP SIMPLE MGA . Applicants are advised to pay attention to the scope of topic chosen as it is not possible to promote EU and national quality schemes together under certain topics.
Are there any regulation about the % of cost to be assigned to coordination, Personnel cost, and coordination costs? Maybe some work packages are implemented directly by the beneficiaries and may request more coordination costs	There is no rule about percentage of costs to be assigned to the Project Coordination WP. See also FAQ 17104. If work packages are implemented by beneficiaries, those costs shall be presented under those work packages (and not under Coordination WP) and properly justified.

QUESTION	REPLY
Are marketing agencies eligible?	Eligibility of applicants are spelled out in Article 7 of Regulation (EU) No 1144/2014 of the European Parliament and of the Council and Article 1 of Delegated Regulation (EU) 2015/1829 as amended by Article 1(1) COMMISSION DELEGATED REGULATION (EU) 2025/70 . You can also use our eligibility checker available here
When you have, at least, 5 brands showed in an activity, is it right if all of them are from only one origin?	The rules concerning brands promotion apply per applicant. See FAQ 17116.
Can we engage a marketing team in local market(s) to help us develop the submission, manage the tender process, and manage the IB and EB? If so, what is a reasonable scale and costs for the marketing team? e.g. 1 in each proposed market, 3 F&B marketing consultants if we have 3 target markets.	For the preparation and submission of a proposal it is acceptable to ask support to an external company. However, during grant implementation, coordination tasks cannot be subcontracted. See also FAQ 17140.
Regarding what was said yesterday in reference to the Green Deal, Farm to Fork (no longer a focal aspect) and PAC, will new guidelines be published about how to submit the PART B Project Proposal. Or does the documentation already published on Founding & Tenders remain valid at present?	The programme guide has been updated accordingly and, on the F&T portal the new political priorities are reflected in every call document.