



European
Commission

Consumer, Health, Agriculture and Food Executive Agency (CHAFAEA)

*Implementing the
promotion policy*

3 December 2015

Content of presentation

- Chafea: basic facts and figures
- Role in implementation of promotion policy
- Practical information about the upcoming call for proposals



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Chafea: basic facts and figures

PHEA
HP
2005
Public Health
Executive Agency

~~PHEA~~ **EAHC**
HP CP BTSF
2008
Executive Agency for
Health and Consumers

~~EAHC~~ **Chafea**
HP CP BTSF
December 2013
JANUARY 2014
Consumers, Health and
Food Executive Agency

Chafea
HP CP BTSF AGRI
DECEMBER 2014
Consumers, Health, Agriculture
and Food Executive Agency

Agency's mandate
extended until 2024

CHAFEA IMPLEMENTS

EU HEALTH PROGRAMME

CONSUMER PROGRAMME

BETTER TRAINING FOR
SAFER FOOD INITIATIVE

PROMOTION OF
AGRICULTURAL PRODUCTS

Parent Directorates General

SANTE, AGRI, GROW and
JUST

BENEFICIARIES
CONTRACTORS 2800

PROJECTS
SERVICE
CONTRACTS 400

STAFF
MEMBERS 50

PREMISES Luxembourg



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Role in implementation of promotion policy

Tasks related to co-financed promotion programmes

- Publication of calls for proposals
- Q&A concerning the call (helpdesk)
- Evaluation of proposals (external experts)
- Awarding grants for multi programmes
- Management of multi programmes

Technical support services

- Improving knowledge about the promotion policy
- Stimulating networking around promotion policy
- Improving awareness about different markets
 - Info portal to be set up

Events and campaigns

- Organisation of business delegation visits, participation at international trade fairs
- Information and promotion campaigns



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Practical information about the upcoming call

Submission of simple programmes

- Submission online via [Participant Portal](#)
- Steps:
 - Create a user account
 - Register proposing organisation(s)
 - Look for call for proposals and select topic
 - Start submission

Submission forms and templates (1)

Part A – administrative forms:

- General information about the programme, abstract
- Declarations
- Administrative data on proposing organisation(s)
- Summary budget
- Information about target countries, products and schemes promoted

Submission forms and templates (2)

- Part B – technical proposal:
 - Programme proposal
 - Detailed budget by activity
 - Mandatory annexes
- Submission templates:
 - Programme proposal
 - Detailed budget by activity
 - Information on representativeness
 - Information on financial capacity

Languages

Online submission tool including submission forms in English, however:

- Translations of all submission forms will be provided
- Project proposal can be submitted in the language of the MS
- English translation of Part B (project proposal) should be provided for evaluation purposes

Evaluation of project proposals

- Admissibility, eligibility, exclusion, selection, award criteria
- Each proposal assessed by 3 independent external experts against award criteria (quality of proposal)
- All proposals competing within one topic assessed by same experts to ensure consistency of scoring
- Rotation of experts for next calls
- Call for expression of interest for external experts

Guidance documents

- Submission guidelines
- Model grant agreement
- FAQ



<http://ec.europa.eu/chafea/>

Thank you for your attention!