



EUROPEAN
COMMISSION

Brussels, 30.11.2021
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COMMISSION IMPLEMENTING DECISION

of 30.11.2021

**on the selection of simple programmes for the promotion of agricultural products for
2021 under Regulation (EU) No 1144/2014 of the European Parliament and of the
Council**

(Only the Bulgarian, Croatian, Czech, Danish, Dutch, English, French, Greek, Hungarian,
Italian, Latvian, Polish, Portuguese, Romanian, Slovak, Slovenian, Spanish and Swedish texts
are authentic)

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THE EUROPEAN COMMISSION,

Having regard to the Treaty on the Functioning of the European Union,

Having regard to Regulation (EU) No 1144/2014 of the European Parliament and of the Council of 22 October 2014 on information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries and repealing Council Regulation (EC) No 3/2008¹, and in particular Article 11(2) thereof,

Whereas:

- (1) Following the publication of the call for proposals for simple programmes (2021/C 31/06)², 142 proposals have been submitted.
- (2) The European Research Executive Agency ('REA') has been entrusted with the evaluation of the proposals for simple programmes in accordance with the criteria laid down in the said call. To that end, an evaluation committee within REA has been set up.
- (3) A separate ranking list has been established for each priority topic set in the call.
- (4) Given the available budget, the 52 highest ranked proposals should be granted the Union's financial contribution.
- (5) 12 proposals, which are not amongst the highest ranked proposals, but pass the minimum thresholds laid down in the call for proposals, should be selected for inclusion in the reserve list of proposals. Should there be any appropriations available, those proposals should be granted the Union's financial contribution following the established ranking order, without adopting a second implementing decision. At the same time, the programmes not being thus selected from the reserve list should be considered rejected.
- (6) 43 proposals cannot be considered for funding due to insufficient budget, 16 proposals have not met the thresholds laid down in the call for proposals, 15 proposals failed to

¹ OJ L 317, 4.11.2014, p. 56.

² 2021 Call For Proposals Simple Programmes Grants to information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries in accordance with Regulation (EU) No 1144/2014 of the European Parliament and of the Council (2021/C 31/06) (OJ C 31, 28.1.2021, p. 6).

comply with the eligibility criteria and four proposals were not admissible. These proposals should therefore be rejected.

- (7) In the light of the recommendations of the evaluation committee, the applicants who submitted certain selected programmes and the applicants who submitted certain proposals included in the reserve list should be invited to adjust their programmes, in accordance with Article 200(5) of Regulation (EU, Euratom) 2018/1046 of the European Parliament and of the Council³. The maximum amount of the Union's financial contribution to the selected programmes should be established regardless of whether the applicants concerned accept the adjustments.
- (8) The measures provided for in this Decision are in accordance with the opinion of the Committee for the Common Organisation of Agricultural Markets,

HAS ADOPTED THIS DECISION:

Article 1

1. The programmes involving information provision and promotion measures for agricultural products listed in Annex I are selected for the Union's financial contribution.
2. The maximum amounts of the Union's financial contribution for the period of implementation of the programmes are set out in Annex I.

Article 2

1. The proposals listed in Annex II shall constitute the reserve list of proposals.
2. Where the applicants of the selected programmes listed in Annex I have not signed the grant agreement within 90 days from the notification of this Decision, as required by Article 10(3) of Commission Implementing Regulation (EU) 2015/1831⁴, and no request for authorisation to sign them beyond that deadline has been submitted to the Commission, Member States shall notify the Commission thereof within 10 days following the elapse of that deadline.
3. In view of the available budget, following the notification by Member States referred to in paragraph 2, the highest ranked proposals from the reserve list shall be considered selected, up to the budgetary amount available.
4. The Commission shall, within 20 days from the deadline for the notification by Member States referred to in paragraph 2, notify the Member States of the proposals selected from the reserve list. This shall be considered as a notification under Article 10(3) of Implementing Regulation (EU) 2015/1831.
5. The proposals that were not selected from the reserve list as set out in Annex II are rejected.

³ Regulation (EU, Euratom) 2018/1046 of the European Parliament and of the Council of 18 July 2018 on the financial rules applicable to the general budget of the Union, amending Regulations (EU) No 1296/2013, (EU) No 1301/2013, (EU) No 1303/2013, (EU) No 1304/2013, (EU) No 1309/2013, (EU) No 1316/2013, (EU) No 223/2014, (EU) No 283/2014, and Decision No 541/2014/EU and repealing Regulation (EU, Euratom) No 966/2012 (OJ L 193, 30.7.2018, p. 1).

⁴ Commission Implementing Regulation (EU) 2015/1831 of 7 October 2015 laying down rules for application of Regulation (EU) No 1144/2014 of the European Parliament and of the Council on information provision and promotion measures concerning agricultural products implemented in the internal market and in the third countries (OJ L 266, 13.10.2015, p. 14).

Article 3

The programmes listed in Annex III are rejected.

Article 4

The adjustments to be made to the selected programmes as referred to in Article 1 and to the proposals selected from the reserve list as referred to in Article 2(3) are listed in Annexes IV and V, respectively.

Article 5

This Decision is addressed to the Kingdom of Belgium, the Republic of Bulgaria, the Czech Republic, the Kingdom of Denmark, Ireland, the Hellenic Republic, the Kingdom of Spain, the French Republic, the Republic of Croatia, the Italian Republic, the Republic of Latvia, Hungary, the Kingdom of the Netherlands, the Republic of Poland, the Portuguese Republic, Romania, the Republic of Slovenia, the Slovak Republic and the Kingdom of Sweden.

Done at Brussels, 30.11.2021

For the Commission

Janusz WOJCIECHOWSKI

Member of the Commission

