

**APPLICATION FORM
FOR PROMOTION PROGRAMMES PART-FINANCED BY THE EU^{1 2}**

1 TITLE OF PROGRAMME

2 PROPOSING ORGANISATION(S)

2.1 Presentation

Name, address, e-mail, telephone, fax and contact person.

If the proposal is presented by more than one organisation, indicate which one will coordinate the programme.

2.2 Representativeness of the proposing organisation(s) for the sector(s) in question

(Refer to annexes if necessary).

2.3 Evidence of financial capacity

(For necessary annexes, see Explanatory Note).

3 IMPLEMENTING BODY/BODIES

(If the implementing body has not yet been selected, go to point 3.4).

3.1 Presentation

Name, address, e-mail, telephone, fax and contact person.

If more than one body has been selected, indicate which actions are carried out by each.

3.2 Description of competitive procedure and criteria for selecting proposed body

Number of invitations to tender sent out and tenders received.

3.3 Evidence of technical skills and capacity to implement the programme

Clarification of the technical and financial capacity of the implementing body. For the annexes required, see Explanatory Note.

3.4 If the implementing body has not yet been selected:

Planned timetable and competitive procedure for selection.

3.5 If the proposing organisation decides to implement a particular part of the programme:

The conditions laid down in Commission Regulation (EC) No 501/2008 must be met.

¹ In accordance with Article 8(1) of Commission Regulation (EC) No 501/2008, programmes are to be submitted in a form prescribed by the Commission. Details of the information required under each point are set out in the attached Explanatory Note. The relevant Regulations for promotion (Council Regulation (EC) No 3/2008 and Commission Regulation (EC) No 501/2008) and other information can be found at http://ec.europa.eu/agriculture/prom/index_en.htm

² Please note that the programme and the summary of the final budget, which will be incorporated into the implementing contract to be signed for the programme, must also reflect any amendments made to the programme originally approved by the Commission.

4 DETAILS OF THE PROGRAMME

4.1 Product(s) and sector(s) concerned

4.2 Type of programme: information/promotion/mixed

4.3 Competent Member State(s)

If the proposal is presented by more than one Member State, indicate which one will coordinate the programme.

4.4 Member State(s) targeted – *for the internal market.*

Market(s) targeted – *for third-country markets.*

4.5 Duration

12-24-36 months.

4.6 Is this an extension of an earlier programme for the same proposing organisation(s)?

5 DESCRIPTION OF THE PROGRAMME

5.1 General background - market and demand situation

5.2 Objective(s)

5.3 Programme strategy

5.4 Target group(s)

5.5 Themes to be addressed

5.6 Main messages to be conveyed

5.7 Actions

Description of each action.

Justification of proposed budget for each action.

6 FORESEEABLE IMPACT

Specify and, if possible, quantify the foreseeable impact in terms of expected results.

Clarify how the results/impacts will be measured.

7 EU DIMENSION OF THE PROGRAMME

State the benefits of acting at EU level.

8 BUDGET

Summary table by target country, action and year

The layout of the budget must follow the same structure and order of actions as the description of the actions (point 5.7). See model in the Annex.

9 FINANCING PLAN

See model table in the Annex.

10 OTHER RELEVANT INFORMATION

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COMPULSORY ANNEXES

- Annex 1** **Signed statement from proposing organisation(s) undertaking to honour its (their) financial commitments for the duration of the programme.**
- Annex 2** **Signed statement from the proposing organisation(s) certifying that the programme is not receiving any other financial assistance from the EU.**
- Annex 3** **Programme identification sheet (attached to this form) – to be submitted in a language chosen by you from among the European Commission’s three working languages (English, French or German).**

<p style="text-align: center;">EXPLANATORY NOTE ON VARIOUS POINTS OF THE APPLICATION FORM³</p>
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POINT 2 PROPOSING ORGANISATION(S)

- 2.2 Provide information on the representativeness of the proposing organisation(s) at national and/or European level for the sector(s) concerned (e.g. market share, products and/or regions covered).
- 2.3 Confirm that each organisation has the necessary technical and financial resources to implement the measures effectively. The Member State requests the documents which it considers most appropriate for this purpose, such as copies of financial statements and/or annual reports for the past three years. Describe previous experience in implementing comparable national or regional programmes.

POINT 3 IMPLEMENTING BODY/BODIES

If the implementing body has been selected

- 3.2 Give a detailed description of how the competitive procedure was carried out and state the reasons why the proposed body/bodies was/were chosen. Enclose the tender from the body selected with the application form.
N.B. The implementing body/bodies must be independent of the proposing organisation(s).
- 3.3 Provide evidence that the selected implementing body/bodies has/have the technical and financial capacity to perform the work in question, including financial resources commensurate with the scope of the programme. Mention the size and nature of any partnerships involved.

If the implementing body has not yet been selected

- 3.4 Provide the provisional timetable and the competitive procedure to be used for selection. Selection must in any event take place before the contract is signed. Once the implementing body has been selected, the information referred to in points 3.2 and 3.3 of the application form must be provided immediately.

If the proposing organisation decides to implement a particular part of the programme

- 3.5 The proposing organisation may implement certain parts of the programme provided that the conditions set out in Article 13 of Commission Regulation (EC) No 501/2008⁴ are met.

³ This Explanatory Note gives a brief explanation of some important points concerning the application form. For further information, please contact the relevant Member State authorities.

⁴ OJ L 147, 6.6.2008, p. 34.

POINT 4 DETAILS OF THE PROGRAMME

- 4.1 Eligible products are listed in Annex I.A and Annex II to Regulation (EC) No 501/2008. The promotion of branded products is not eligible for part-financing by the EU. Any reference to the origin of the products must be ancillary to the main message, although the origin of products with a designation in accordance with Community legislation (PDO, PGI, TSG or organic production) may be mentioned.
- 4.2 Indicate whether the programme focuses mainly on information or promotion, or both.
- 4.3 If a programme is presented jointly by several organisations in more than one Member State, agreement must be obtained from each participating Member State for its respective part of the programme.
- 4.4 A list of eligible markets for third-country programmes is given in Annex II.B to Regulation (EC) No 501/2008. In the case of programmes within the internal market, the target countries may only be EU Member States.
- 4.5 The minimum duration of a programme is 12 months and the maximum duration is 36 months (24 months in the case of eggs and poultry). The programme must be divided into twelve-month phases.
- 4.6 If the proposal is the continuation of one or more earlier programmes, or if similar programmes are under way or have been recently completed, indicate:
- the name, duration and target markets of the earlier programme(s),
 - the results achieved, in so far as they are known at the time when the programme is submitted.
- Where appropriate, attach reports.

POINT 5 DESCRIPTION OF THE PROGRAMME

This part of the document contains the necessary information on how to design a promotion programme. It provides representative professional organisations with pointers and suggestions on how to draft their promotion programmes. It may, in particular, provide methodological support when designing, planning, implementing and following up programme proposals made to the Member States and subsequently to the Commission.

The points below set out the key questions to be taken into consideration, represented by the following five criteria:

- coherence between the implemented measures and the objectives of the Regulation;
- actions and information channels used and their cost-effectiveness;
- coverage and content of the programmes;
- impact and effectiveness of the measures; and
- complementarity between programmes submitted by Member States and programmes submitted by professional organisations.

To enable a promotion programme to be drafted, questions and suggested lines of thought have been put forward for each of the above criteria. These questions and suggestions do not require a 'yes' or 'no' answer but should be thought of as providing support on how to approach the creation of a promotion programme.

5.1 General context – market and demand situation

Describe the reasons for presenting the proposal, for example in terms of the market or demand situation for the product(s) covered, or the need to disseminate information by means of the programme. Use up-to-date statistics.

For example, the reasons could be:

- Declining consumption (on the internal market and in third countries)
- Growing consumption potential (in third countries in particular)
- Overproduction + growing consumption potential
- Lack of product uptake
- Insufficient consumer awareness.

The following must also be taken into consideration:

Criterion 1 - Coherence between the implemented measures and the objectives of the Regulation

- How do the proposed measures correspond to the objectives of the Regulation and the strengths, weaknesses, opportunities and threats to be addressed?
- Is it clearly specified that the programme is not designed to promote a particular brand and is not aimed at encouraging the consumption of products on the basis of their specific origin?
- What are the structural issues at stake in promoting the product?

Criterion 3 - Coverage and content of the programmes

- How has the programme taken into account the specificities of the target markets: proximity, size, constraints, competition, possible product positioning?

Criterion 4 - Impact and effectiveness of the measures

- Does the programme design, in terms of the identification of the needs of the target groups/countries, make it possible to achieve the objectives pursued? Why?
- Are statistics given regarding the evaluation of demand/sales/consumption of the product in question in the countries targeted by the programme?

For 5.2 - 5.7, the following should be borne in mind: the objectives, target groups, themes and messages of a programme must form a coherent whole.

5.2 Objective(s)

Specify the objectives of the programme in terms of concrete, quantified targets. Where appropriate, distinguish between different target groups and/or target markets. The following points should also be taken into account:

Criterion 1 - Coherence between the implemented measures and the objectives of the Regulation

- Are the objectives of the programmes compatible with those of the Regulation?
- Were the objectives chosen on the basis of a previous programme?
- Have the objectives been adapted to the needs of the target groups/target countries?
- Are the objectives SMART? (specific, measurable, achievable, relevant and time-bound)
 - Specific: the objectives must be precise in order to be understood clearly
 - Measurable: the objectives must be achievable on the basis of indicators
 - Achievable: the objectives must be realistic
 - Relevant: the objectives must correspond to the issues addressed by the programme
 - Time-bound: the objectives must be achievable within the time frame allowed for the programme.

5.3 Programme strategy

For internal market proposals, ensure that the strategy and main actions and instruments of the programme comply with the guidelines laid down in Regulation (EC) No 501/2008. For all proposals, attention must be paid to the following point:

Criterion 1 - Coherence between the implemented measures and the objectives of the Regulation

- Does the programme include a clear strategy based on the objectives and issues at stake, the duration of the promotion and the human and financial resources involved?

5.4 Target group(s)

For internal market programmes, the guidelines annexed to Regulation (EC) No 501/2008 provide information on recommended target groups for the various sectors. The following must also be taken into consideration:

Criterion 1 - Coherence between the implemented measures and the objectives of the Regulation

- How were the countries or geographical regions targeted by the programme chosen?
- On what basis were the target groups chosen?

Criterion 4 - Impact and effectiveness of the measures

- Were the groups/countries targeted by the measure sufficiently quantified before the measure was implemented?
- Were local practices or constraints taken into account?

- What is the product's market position: leader, outsider or newcomer?

5.5/5.6 Themes to be addressed and main messages to be conveyed

Criterion 1 - Coherence between the implemented measures and the objectives of the Regulation

- What are the themes, messages and channels most commonly used?
- In relation to the objectives, was the combination of the channels of communication, messages and target groups/countries carefully considered? Please clarify.

Where the health effects or nutrition value of the consumption of products are mentioned, their scientific basis must be specified. All such references must comply with both national and Community health legislation. For internal market programmes, material containing health claims must be accepted by the competent national authorities.

If the country or region of origin of the product is mentioned, this must be ancillary to the main message highlighting the product's characteristics and qualities.

For third country programmes, the proposing organisation must confirm that the information and/or promotion messages to be passed on to consumers and other target groups will comply with the legislation applicable in the target countries.

5.7 Actions

It should be noted that "programme" means a coherent set of actions (i.e. more than one single action). Give sufficient information about the actions and about the instruments which will be used to implement them, including their number, volume and/or dimensions and the projected unit costs, with a view to justifying the proposed budget. The actions must be in line with the objectives of the Regulation.

All actions included in the programme must include a clear description of the composition of the different costs involved. For example:

Action X "Participation in Exhibition AAA"

Rental of space	€m ²	Total cost
Setting-up of stand	€m ²	Total cost
Personnel running stand	€person/day	Total cost
Other costs (please specify meals, transport, etc.	€participant	Total cost
...

However, if many similar actions (e.g. points of sale) are planned, it is sufficient to describe the content of the cost structure of one of them.

The actions must be such as to convey the intended themes and messages and achieve the objectives pursued. They must comply with Article 2 of Regulation (EC) No 3/2008 and the guidelines in Annex I to Regulation (EC) No 501/2008.

Please note that any reference to the origin of the products (country or region of origin) must be secondary to the central message (characteristics and intrinsic qualities) of the campaign.

A provisional timetable for implementing the various actions must be included in the proposal. The locations where the activities will be carried out must be indicated (give the town(s) or city(cities) or, in exceptional cases, the region(s); for example, “the United States” is not sufficiently precise). If media actions are proposed, a provisional media plan must be attached.

The description of the actions must follow the same structure (titles/categories) and order (numbering) as the layout of the budget table (see point 8 below). Proposals must also take account of the following:

Criterion 2 – Actions and information channels used and their cost-effectiveness

- What are the most effective actions in terms of information on and the promotion of the sector in question?
- Does the programme provide enough information on each of the selected actions?

Criterion 3 - Coverage and content of the programmes

- On what basis were the actions chosen with a view to minimising their costs and maximising their effects/impact?
- Were actions aimed at different target groups/countries designed with their specific characteristics in mind?
- Have estimates been made of the relationship between the cost of the actions and their expected effects/impact on the selected target groups/countries?

Criterion 4 - Impact and effectiveness of the measures

- Does the market survey/situation on which the proposal was based form a sound basis for evaluating the SMART objectives?
- Are there statistics relating to the evaluation of demand for and sales/consumption of the product in question in the countries targeted by the programme?
- On the basis of what evidence will it be possible to consider the programme to be effective?

POINT 6 FORESEEABLE IMPACT/EVALUATION

Specify the programme’s anticipated impact on demand for the product, awareness of it and/or its image and/or any other aspect associated with the objectives. Quantify as far as possible the anticipated results of implementing the programme (using the SMART method, see point 5.2).

Briefly describe the method(s) to be used each year to measure the impact. The evaluation should be as quantitative as possible. Specify when the evaluation will be carried out. At the end of each phase? At the end of the programme?

POINT 7 EU DIMENSION OF THE PROGRAMME

Describe any benefits which will be derived from the programme at EU level, thereby justifying part-financing by the EU.

- What is the EU dimension of the programme in terms of: disseminating European production standards, synergies between organisations and authorities in more than one Member State, promoting the image of European products on the international markets, the quality and safety of European food products, raising awareness of European products among the general public and in trade circles, disseminating European dietary practices and culture, etc.

POINT 8 BUDGET

The budget must be presented as a summary table listing all measures planned under the programme and stating both their annual and total cost. The costs must be broken down by action, year and target country. It must be ensured that the costs of the actions do not exceed the customary market rates. If a programme involves more than one country and/or proposing organisation, a single coordinated budget covering the entire programme must be presented.

Where some of the actions provided for are identical or very similar in nature, a clear, detailed and structured budget breakdown of the elements making up such “standard” actions should also be included.

The layout of the budget (expressed in euros) must follow the same structure (titles/categories) and order (numbering) as the list of actions described in point 5.7.

The fees of the implementing body/bodies must be presented separately.

If the fees of the implementing body/bodies are presented as a lump sum, the maximum level will be 13% of the actual cost of implementing the actions for programmes proposed by one Member State, and 15% for programmes proposed by more than one Member State. If the fees of the implementing body/bodies are to be invoiced on the basis of work actually carried out, the proposal must include an estimate of the number of hours required for the work and the unit cost.

Particular attention should be paid to expenditure which is not eligible for part-financing by the EU (see Annex III to the model contract).

Summary table of the budget in euros (€)

These tables may be adapted as required by the programme, the nature of the various actions and the level of breakdown deemed necessary by the Member State(s) concerned.

ACTIONS (for each target country)	1st YEAR	2nd YEAR	3rd YEAR	TOTAL
Action 1*				

Action 2*				
Action N*				
Total for actions (1)				
Costs of performance guarantee				
Fees of implementing body (maximum 13/15% of (1), Annex III, point B.1.2, to the contract)				
Measurement of results of actions (maximum 3% of (1), Annex III, point C.5, to the contract)				
Total direct costs for the programme (2)				
Overheads (maximum [3-5 internal market] [4-6 third countries] % of (2), Annex III, point A.2, to the contract)				
TOTAL FOR PROGRAMME				

* Including fees invoiced on the basis of an hourly rate (Annex III, point B.1.1, to the contract).

If part of the programme is to be implemented by the proposing organisation, the relevant costs must be presented as follows:

ACTIONS (for each target country)	1st YEAR	2nd YEAR	3rd YEAR	TOTAL
Action 1*				
Action 2*				
Action N*				
Total for actions				
Total for programme				
Proportion (%) financed by the proposing organisation				

Account will have to be taken of the following points:

Criterion 1 - Coherence between the implemented measures and the objectives of the Regulation

- Is the budget set out year by year and country by country?
- Have the costs been set out on an action-by-action basis?
- Have the unit prices been checked for each action?
- Would the information and promotion programme have been implemented without EU funding? If so, why? How?
- Does EU part-financing bring any added value to the information and promotion programme? How? Why?

POINT 9 FINANCING PLAN

The Community contribution will not exceed 50% of the actual cost of the programmes for each year. The proposing organisation must fund at least 20% of the actual cost of the programme, while the remainder of the financing is to be borne by the Member State concerned. The Member State's contribution may range between 0% and 30%, but even in cases where the Member State does not contribute towards financing the programme, it must accept it and submit it to the Commission. The financial contribution of the professional organisation(s) and of the Member State(s) may come from tax revenue or compulsory contributions.

The Community contribution referred to in the first paragraph shall be 60% for measures for the promotion of fruit and vegetables intended specifically for children in schools in the Community. This percentage provided for in the first paragraph shall be 60% for measures carried out in the Community concerning information on responsible drinking and the dangers of alcohol abuse.

In the case of programmes presented jointly by more than one professional organisation and Member State, the respective financial contributions must be clearly defined before the programme is presented to the Commission.

FINANCIAL CONTRIBUTION	1st YEAR		2nd YEAR		3rd YEAR		TOTAL	
	€	%	€	%	€	%	€	%
European C. <i>(not more than 50% or 60%)</i>								
Member State								
Proposing organisation <i>(at least 20%)</i>								
TOTAL		100		100		100		100

POINT 10 OTHER RELEVANT INFORMATION

Any other information requested by the Member State or considered relevant by the proposing organisation may be added under this point.

http://ec.europa.eu/comm/agriculture/prom/index_en.htm

ANNEX 3

PROGRAMME IDENTIFICATION SHEET

(TO BE COMPLETED IN ONE OF THE EUROPEAN COMMISSION'S OFFICIAL WORKING LANGUAGES: ENGLISH,
FRENCH OR GERMAN)

I. IDENTIFICATION OF PROGRAMME:

Member State(s):

Title of the programme:

Body/bodies responsible:

Proposing organisation(s):

Implementing body/bodies:

Type of measure: information/promotion/mixed

Product(s):

Member State(s) targeted:

Duration:

Total budget:

Proposal received on:

II. DESCRIPTION OF PROGRAMME:

Objective(s): 1.

2.

...

Strategy: (maximum half a page)

Targets: 1.

2.

...

Themes: 1.

2.

...
Aspects covered⁵:

quality
food safety
specific production methods
nutrition aspects
health aspects
labelling
animal welfare
environment
image of EU products
EU system of PDO/PGI/TSG
organic products
graphic symbols for outermost regions
EU system of quality wine produced in
specified regions, geographical indications
or reserved traditional indications for wines
and spirits

Messages to be conveyed:

1.

2.

...

Actions by country, including their scope/volume and projected schedule:

1.

2.

...

Foreseeable impact and evaluation method(s):

⁵ Delete as appropriate.

III. BUDGET

- SUMMARY OF BUDGET: €

ACTION	Year I	Year II	Year III	TOTAL
1.				
2.				
3.				
TOTAL				

FINANCING PLAN IN EUROS:

PART-FINANCING	YEAR I	%	YEAR II	%	YEAR III	%	TOTAL	%
EU								50
MEMBER STATE								20
PROPOSING ORGANISATION								30
TOTAL		100		100		100		100

ANNEX X

EVALUATION OF PROMOTION PROGRAMMES

This Annex is intended to provide a reference framework and pointers for drawing up retrospective evaluations of promotion programmes. The purpose is to obtain reliable information, both during and after implementation of the promotion programme, on some or all of the following points:

- whether the programme and its measures are justified in terms of relevance, coherence, efficiency, effectiveness, added value and viability;
- whether the programme and its measures:
 - have achieved their objectives or produced unexpected results;
 - have been carried out efficiently and cost-effectively;
 - have had the expected impact and whether this is lasting;
 - were the best way of achieving the stated objectives, whether or not they should be continued, and, if so, whether they should continue in the same way or in a different form;
- which of the programme's objectives remain relevant for the future.

The key questions to be considered are represented by the following five criteria:

- coherence between the implemented actions and the objectives of the Regulation;
- actions and information channels used and their cost-effectiveness;
- coverage and content of the programmes;
- impact and effectiveness of the actions; and
- complementarity between programmes submitted by Member States and programmes submitted by professional organisations.

To enable the drafting and evaluation of a promotion programme, questions and suggested lines of thought have been put forward for each of the above criteria. Those questions should be thought of as providing support on how to approach the creation and evaluation of a promotion programme.

This Annex is intended primarily for the evaluation firms that will be approached by those professional organisations in connection with the annual 3% budget for the evaluation of promotion programmes. The role of evaluation should be well defined and clearly distinguished from that of other functions such as management, monitoring or control.

5.1 General situation

Criterion 1 – Coherence between the implemented actions and the objectives of the Regulation

- Did the objectives pursued or the actions taken when implementing the programme deviate from the original plan? If so, on what basis were the objectives or actions adapted or modified when implementing the programme?

Criterion 2 - Actions and information channels used and their cost-effectiveness

- Have other non-part-financed initiatives been implemented to promote the product in question?
- Are the programmes well monitored?
- Have progress reports been made available and/or forwarded?
- Are any external evaluation reports available?
- Have the part-financed campaigns contributed to increasing and improving consumer knowledge about the product in question? Why/why not?

Criterion 4 - impact and effectiveness of the actions

- Have the part-financed campaigns contributed to strengthening the image of the product in question? Public surveys, number of times the website was contacted/visited/sent a question.

Criterion 5 - Complementarity between programmes submitted by Member States and programmes submitted by professional organisations

- Would the programmes have been different without part-financing in terms of the messages conveyed, the channels used, the groups targeted or the objectives pursued?
- Would the programmes have had a smaller budget without EU part-financing?
- Have the EU part-financed programmes contributed to the development of other programmes not part-financed by the EU?
- Have the EU part-financed programmes promoted cooperation at EU level? How? Why?

5.2 Objective(s)

Criterion 3 – Coverage and content of the programmes

- To what extent have the measures implemented made it possible to achieve the objectives?

5.3 Programme strategy

Criterion 1 – Coherence between the implemented measures and the objectives

- Give the reasons why the programme strategy was or was not a success in all respects. Did the programme relate to a specific national or regional strategy for promoting the products or sector concerned?

5.4 Target group(s)

Criterion 3 – Coverage and content of the programmes

- Was/were the target group/groups reached? Why/why not?
- Was the input from those groups in line with what is usual for this type of campaign?
- Were the results sufficient to reach the target groups effectively?

5.5 + 5.6 Criteria to be addressed and main messages to be conveyed

Criterion 1 - Coherence between the implemented actions and the objectives of the Regulation

- Were there any variations in the themes, channels, messages to be conveyed and target groups?

5.7 Actions

Criterion 2 - Actions and information channels used and their cost-effectiveness

- Were the estimates met?
- Was the relationship between the cost of the actions and how effectively they reached the target groups in line with the initial point of reference?
- What were the most effective actions in terms of information and promotion of the product/sector in question?

6. Impact

Criterion 2 - Actions and information channels used and their cost-effectiveness

- What conclusions would you draw from the cost of the actions and their effectiveness?

Criterion 4 - impact and effectiveness of the actions

- What conclusions would you draw from the cost of the measures and their effectiveness?

Monitoring indicators, for example:

Trend in the number of tastings organised

Trend in the number of professionals reached by mailshots

Performance indicators, for example:

Trend in the number of professionals who participated in tastings

Trend in the number of professionals who participated in tastings and contacted the PO/the producers

Trend in the number of articles published in the press within a month of the PR campaign

Sales trends in the month/six months following the campaign

Impact indicators, for example:

Sales trends in the year following the promotion campaigns in the region in which they took place

Consumption trends for the product in that country

Trend in the average unit cost of the exported product in the country in which the campaigns took place

Change in the image of European quality products

Depending on the cases, these indicators should be interpreted on the basis of the appropriate statistics, questionnaires (before, during and at the end of the programme), etc.

- Define the success criteria by comparing the expected impact with the impact achieved, focusing on the performance indicators and the impact indicators.
- If you intend to submit a new programme, indicate the conditions for success and the risks involved.

7. EU dimension of the programme

- What was the added value obtained in terms of the European dimension of the programme? How can this added value be identified?

8. Budget

Criterion 2 - Actions and information channels used and their cost-effectiveness

- Was the cost-output relationship of the programme sufficient?
- Were the budgets spent as planned?
- Were there any budget transfers between the various programme components during implementation?

Theme 3 – Coverage and content of the programme

- Was the budget sufficient to ensure good programme coverage?
- Was the budget sufficient for the duration and geographical targets?

ANNEX XI

Information to be provided by the competent national authorities

Council Regulation (EC) No 3/2008 lays down the objective of developing an overall, coherent information and promotion policy for agricultural products. The Regulation includes the following objective in its recital 4: to usefully supplement and reinforce the measures taken by Member States.

The proposals developed by representative trade organisations for information and promotion programmes must also be accompanied by a document showing the measures taken by the Member States, for all the institutions combined.

For this purpose, the competent national administrations must include the following information in the document in question:

Have other non-part-financed initiatives been implemented to promote the product in question? Are these national, regional or private initiatives? What do they involve?

Were any synergies between the part-financed programmes identified prior to their approval?

Are there any suggestions for maximising synergies between the programmes?

Do those synergies have any advantages or disadvantages?

Have the Member States defined and implemented a specific strategy for promoting the product in question? If so, which? If not, why not?

Have the Member States defined a promotion strategy to which the programme in question relates?