



Council of the European Union
General Secretariat

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LIMITE

AGRI

INFORMATION

From:	General Secretariat of the Council
To:	Special Committee on Agriculture (SCA)
Subject:	Annual call for proposals "Support for information measures relating to the Common Agricultural Policy (CAP) for 2018". (OJ 2017/C 339/07 published October 10th, 2017)

Delegations will find attached, as received from the Commission services, their annual call for proposals supporting information measures relating to the CAP, which was published by DG AGRI on 10th October.

The Commission would like to attract and stimulate projects from the largest number possible of member states.



EUROPEAN COMMISSION
DIRECTORATE-GENERAL FOR AGRICULTURE AND RURAL DEVELOPMENT

Directorate B. Quality, Research & Innovation, Outreach
B.1. External communication and promotion policy

Brussels,
agri.dgg1.b.1 (2017)/AMV/Ares(2017) 5995785

NOTE FOR THE ATTENTION OF MR. I. VON WEDEL
HEAD OF UNIT I.5

Subject: Call for proposals "Support for information measures relating to the CAP for 2018". OJ (2017/C 339/07) published 10 October 2017.

Dear colleague,

Each year the Directorate General for Agriculture and Rural Development publishes a call for proposal for information measures on the Common Agricultural Policy.

The proposal for information measures shall illustrate how the CAP contributes towards the delivery of the Commission's political priorities, in particular jobs, growth and investment in rural areas, climate change, sustainable agriculture and the agri-food chain.

The themes of the information measures in the call follow the DG AGRI Work Priorities and the Commission Work Programme. The target public are both the stakeholders and the general public with a special focus on young people in urban areas.

The total budget for the co-financing of activities is estimated at EUR 4 000 000. The maximum grant amount will be EUR 500.000 which represents maximum 60% of the eligible costs

The abovementioned call for proposal was published on 10 October. Our objectives are to raise public awareness on the relevance of EU support to agriculture and rural development through the CAP and to engage with stakeholders in order to further communicate about the CAP to their constituencies and to the wider public.

As we would like to attract and stimulate projects having an innovative character from the largest number possible of member states, we would appreciate if you could circulate the attached annex with a view to inform the COMAGRI, the SCA, the CoR, the EESC about this call and ask them, in the way you consider the most appropriate, to promote it accordingly.

The call has been published both in the Official Journal and in our web page dedicated for the grants: <http://ec.europa.eu/agriculture/grants-for-information-measures/>.

The complete information can be found on:

- our Europa website :
http://ec.europa.eu/agriculture/grants-for-information-measures/index_en.htm
- FB : [EU-Agri](#)
- Twitter : [#EU_AGRI](#)

Please note that the applicants have until the 15th of December 2017 to send their proposals.

Many thanks in advance for your cooperation.

[e-signed]
Lene Naesager
Head of unit

Annex: 1



EUROPEAN COMMISSION
DIRECTORATE-GENERAL FOR AGRICULTURE AND RURAL DEVELOPMENT

Directorate B. Quality, Research & Innovation, Outreach
B.1. External communication and promotion policy

CALL FOR PROPOSALS "Support for information measures relating to the common agricultural policy (CAP)' for 2018"

(2017/C 339/07)

The 10th of October the new call for proposals funding information measures on CAP has been published in the Official Journal C series: 2017/C 339/07

Objective

For the **general public** – the objective is to **raise public awareness** on the relevance of EU support to agriculture and rural development through the CAP.

For **stakeholders** – the objective is to **engage with stakeholders** (mainly farmers and other parties active in rural areas) in order to further communicate about the CAP to their constituencies, and to the wider public.

Theme

The proposal for information measures shall illustrate how the CAP contributes towards the delivery of the Commission's political priorities.

The CAP is a policy for all the people of Europe and contributes to their lives in so many ways. Proposals should specifically cover the contribution that the CAP makes to:

- boosting jobs, growth and investment in rural areas and the maintenance of viable rural communities throughout the EU;
- Fostering knowledge, innovation and digitisation in the agricultural sector;
- Enhancing environmental sustainability and climate resilience;
- Strengthening generational renewal and the socioeconomic fabric of rural areas;
- Ensuring a fair return to farmers from the agri-food chain to maintain the viability of European agricultural production and the future of the family farm model;
- Encouraging healthy eating habits for children and adults with the consumption of safe and sustainably-produced quality food and the distribution of agricultural products in the EU school scheme, as an important contribution to the Commission's healthy living initiative.

Budget

The total budget earmarked for grants is at EUR 4 000 000.

Funding

Funding shall take the form of a mixed financing composed of:

- a reimbursement of 60 % of the eligible costs actually incurred,
- a flat-rate contribution of 7 % of the eligible direct costs to cover the indirect costs, representing the beneficiary's general administrative costs which can be regarded as chargeable to the information measure.

Grant amount

The maximum grant amount (including the flat-rate for indirect costs) will be EUR 500 000.

Indicative implementation period of the information measures

1 May 2018 – 30 April 2019.

Deadline for submission of proposals

15 December 2017

+ Information

<http://ec.europa.eu/agriculture/grants-for-information-measures>

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IMPORTANT: this text is for information purposes only and is not legally binding