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

Implementing the promotion policy

Aleksandra Mecilosek

22 October 2015
Content of presentation

• Chafea: basic facts and figures
• Role in implementation of promotion policy
• Practical information about the upcoming call
  ➢ Use of H2020 IT tools
  ➢ Evaluation of programme proposals
  ➢ Guidance documents
Chafea: basic facts and figures
Consumers, Health, Agriculture and Food Executive Agency

**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

**Agency's mandate extended until 2024**

- BENEFICIARIES: 2800
- CONTRACTORS: 2800
- PROJECTS: 400
- SERVICE CONTRACTS: 400
- STAFF MEMBERS: 50
- PREMISES: Luxembourg
Role in implementation of promotion policy
Tasks related to co-financed promotion programmes

- Publication of calls for proposals (simple and multi)
- 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
Practical information about the upcoming call
Use of H2020 IT tools

- Tools covering all stages of project lifecycle (submission, evaluation, contract management, reporting)
- Already used by other Chafea units
- Benefits for proposing organisations/beneficiaries
Participants portal

Registration of proposing organisations:

Submission of proposals:
Evaluation of project proposals

- Role of external experts
  - Each project proposal evaluated individually by 3 external experts; consensus meeting in Luxembourg, panel ranking
  - Same experts looking at all proposals within one topic (consistency of scoring), rotation of experts for next calls
  - Call for expression of interest for external experts
Guidance documents

- Submission guidelines
- Application forms
- Template for proposals
- Budget template
- Model grant agreement (multi) / model contract (simple)
- FAQ
http://ec.europa.eu/chafea/

Thank you for your attention!