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Commission

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

*Implementing the
promotion policy*

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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



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Chafea: basic facts and figures

PHEA
HP

~~PHEA~~ **EAHC**
HP CP BTSF

~~EAHC~~ **Chafea**
HP CP BTSF

Chafea
HP CP BTSF AGRI

2005
Public Health
Executive Agency

2008
Executive Agency for
Health and Consumers

December
2013

JANUARY 2014
Consumers, Health and
Food Executive Agency

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 (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



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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:


<http://ec.europa.eu/research/participants/portal/desktop/en/funding/index.html>

Submission of proposals:

<http://ec.europa.eu/research/participants/portal/desktop/en/opportunities/index.html>

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!