



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 2021"

The call for proposals for funding 'Support for information measures relating to the common agricultural policy (CAP) for 2021' was published on Friday 30 October 2020 on the Funding & Tenders portal (<https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/home>).

Objective

The general objective of the call is to fund projects which promote the European Common Agricultural Policy (CAP).

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

The proposals submitted should provide coherent, objective and comprehensive information, both inside and outside the Union, in order to give an accurate overall picture of the CAP.

Theme

The focus should be on illustrating how the future CAP as set out in particular in the CAP strategic plan proposal will contribute towards the delivery of the Commission's political priorities, in particular the European Green Deal. In the framework of the European Green Deal, the Commission adopted a Farm to Fork strategy and the Biodiversity Strategy for 2030, both of which address issues relevant to agriculture and rural areas.

Projects should show how the Farm to Fork strategy will enable the transition to a sustainable EU food system that safeguards food security, reduce the environmental and climate footprint of the EU food system and strengthen its resilience, protecting citizens' health and ensuring the livelihoods of economic operators. They should also cover the

biodiversity strategy as it relates to farming promotes the uptake of agro-ecological practices and seeks to increase agricultural land dedicated to organic farming.

Moreover, the proposals should focus on how the future CAP will be an important instrument in managing the transition to sustainable food production systems and in strengthening the efforts of European farmers to contribute to the climate objectives of the EU and to protect the environment, as well

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

Project budgets are expected to range between EUR 75 000 and EUR 500 000.

Indicative implementation period of the information measures

June/July 2021 – May 2022.

Deadline for submission of proposals

21 January 2021.

+ Information

- Funders and Tenders Opportunities Portal:
- [IMCAP 2021 - INFOME - 2021](#)
- <http://ec.europa.eu/agriculture/grants-for-information-measures>
-  Twitter: [@EUAgri](#)
-  Facebook: [EUAgri](#)
-  YouTube: [EUAgri](#)
-  Instagram: [euagrifood](#)

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