



Promotion of agricultural products

EU messages, campaign visuals and IPR reporting

Kick-off meeting AGRIP

Rules for promotional activities

1. [EU message](#)
2. [EU flag & text](#)
3. ['Enjoy, it's from Europe'](#)
4. [Disclaimer](#)
5. [Health claims](#)
6. [Mention of origin](#)
7. [Mention of brands](#)
8. [Other logos](#)
9. [Pre-existing rights and ownership of the results \(IPRs\)](#)



FOUR GOLDEN RULES

ALL VISUALS must:

Focus on the European main message of the campaign

articles 2 and 3 of the Regulation EU n°1144/2014 - Award criteria

Ensure the visibility of the EU funding

art. 17-18 of the MGA; art. 17-18 of the Annex 5 of MGA

display the European flag (emblem) and funding statement (translated, if appropriate)

“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or [name of the granting authority]. Neither the European Union nor the granting authority can be held responsible for them.”

Align the messages with the call topic (eg. sustainability)

Respect the approved communication concept throughout the duration of the campaign

Mandatory elements of visuals

✦ Compulsory elements for ALL

- EU message
- EU emblem & its funding statement = visibility of EU Funding
- The signature 'Enjoy, it's from Europe'
- Disclaimer:

"Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them."

✦ Additional elements where relevant

- Mention of origin
- Use of brands
- Health claims
- Other logos

What is a 'EU message'?

Art. 3 of Regulation 1144/2014

A promotion programme shall aim to:

- highlight the **specific features of agricultural production methods in the Union**, particularly in terms of **food safety, traceability, authenticity, labelling, nutritional and health aspects, animal welfare, respect for the environment and sustainability**, and the characteristics of agricultural and food products, particularly in terms of their **quality, taste, diversity or traditions**
- raise awareness of the authenticity of **European protected designations of origin (PDO)**, protected **geographical indication (PGI)** and **traditional specialties guaranteed (TSG)**

Reference to...

Europe, the European Union, Common Agricultural Policy, EU legislation, EU products or EU production standards...

EU message vs Call topic and Proposal

ex: sustainability topic

AGRIP-MULTI-2023-IM-SUSTAINABLE

Information provision and promotion programmes increasing the awareness of Union sustainable agriculture and animal welfare.

Objectives

The objective is to highlight the sustainability of Union agriculture, stressing its beneficial role for the climate, the environment and animal welfare.

The production method(s) of the promoted product(s) shall cover at least two of the areas of actions listed in Article 31(4) of Regulation (EU) 2021/2115 while respecting the conditions laid down in paragraph 5 of the said Article.

The expected ultimate impact is to increase the awareness of the Union sustainable agriculture practices beneficial for the climate, the environment and animal welfare by the European consumers and to enhance the competitiveness and consumption of sustainably produced agri-food products in the Union, raise their profile and increase their market share.

4. Each eco-scheme shall in principle cover at least two of the following areas of actions for the climate, the environment, animal welfare and combatting antimicrobial resistance:

- (a) climate change mitigation, including reduction of greenhouse gas emissions from agricultural practices, as well as maintenance of existing carbon stores and enhancement of carbon sequestration;
- (b) climate change adaptation, including actions to improve resilience of food production systems and animal and plant diversity for stronger resistance to diseases and climate change;
- (c) protection or improvement of water quality and reduction of pressure on water resources;
- (d) prevention of soil degradation, soil restoration, improvement of soil fertility and of nutrient management and soil biota;
- (e) protection of biodiversity, conservation or restoration of habitats or species, including maintenance and creation of landscape features or non-productive areas;
- (f) actions for a sustainable and reduced use of pesticides, in particular pesticides that present a risk for human health or environment;
- (g) actions to enhance animal welfare or combat antimicrobial resistance.

EU message

Main EU message with
European dimension



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Made with the online visual creator: [Campaign visual creator | REA \(europa.eu\)](https://campaignvisualcreator.rea.europa.eu)

- **Prominent:** not overshadowed by secondary messages.
- Include specific **EU dimension** both in terms of **content** of the message and **impact**, and it can be included in the campaign logo.
- EU dimension: information on European production standards, quality and safety of European food and dietary practices & culture, promotion of the image of European products, raise awareness of European products and logos.
- Aligned with the call topic and project proposal



EU message: EU QUALITY SCHEMES vs products

If the campaign promotes **European Quality Scheme/s** (PDO, PGI, Organic)

For actions targeting the EU in the internal market:

- the main EU message must focus on the scheme and not on the individual promoted product
- the product promoted appears as secondary to the Union message



EU emblem: mandatory

GA art. 17.2 / Annex 5 of GA art. 17.2

VISIBILITY OF EU FUNDING Mandatory for all material

Visual material: emblem & text '**Funded by the European Union**' clearly visible at the **beginning, during** or at the **end** of the message

Audio media: text clearly heard at the **end** of the message

Displayed in association with other logos? **It must have appropriate prominence** (size, colour position).

Text translated in the language of the target market.



Made with the online visual creator: [Campaign visual creator | REA \(europa.eu\)](#)

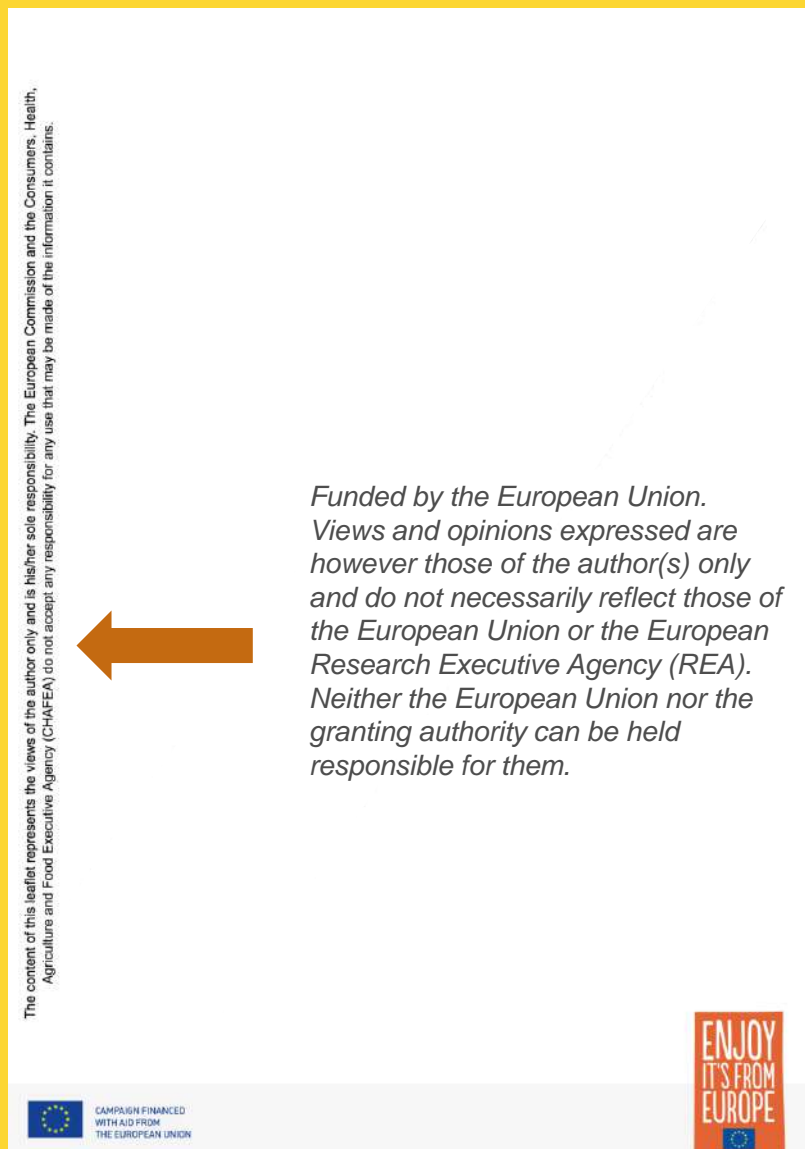
Enjoy, it's from Europe signature

- Mandatory only for **visual** material
- **Does not replace** the EU emblem & text, nor the EU message
- In **English** (possible to translate the text in footnote)
- **Vertical**
- **In colour or B/W**
- In **size proportional** to the size of the material on which it is placed
- Preferably bottom right side



Made with the online visual creator: [Campaign visual creator](https://rea.ec.europa.eu/funding-and-grants/promotional-campaign-promotion-agricultural-products-en#ecl-inpage-886) | [REA \(europa.eu\)](https://rea.ec.europa.eu)

Visual identity guide for the use of the signature online
<https://rea.ec.europa.eu/funding-and-grants/promotional-campaign-promotion-agricultural-products-en#ecl-inpage-886>



Made with the online visual creator: [Campaign visual creator | REA \(europa.eu\)](#)

Disclaimer

GA art. 17.3

- Mandatory for **all visual materials**, except small promotional items (e.g pens) and small advertisements (e.g. web banners)
- **Websites:** included in the legal notice
- **Social media:** included in the account presentation section
- Text translated in the EU official languages:

[2021-2027 REA - disclaimer - all languages.pdf \(europa.eu\)](#)

Food Based Dietary Guidelines (FBDG): proposals targeting EU internal market

- Messages aligned with the FBDG of the Member States targeted by the campaign:
- all visuals and promotion material must include **reference to the national FBDG of the targeted Member State/s** for the promoted product/s:

“For guidance on balanced, healthy diets, please consult [Name of national food beverage dietary guidance website and the QR code]”.

- Activities targeting persons under 18 years to comply with national rules and policies on promotion and **advertising of foods to children.**

[Health Promotion Knowledge Gateway \(europa.eu\)](https://europa.eu/health-promotion-knowledge-gateway)

[Food-Based Dietary Guidelines in Europe: Source Documents | Knowledge for policy \(europa.eu\)](https://europa.eu/food-based-dietary-guidelines-in-europe-source-documents-knowledge-for-policy)

Health claims

Annex 5 GA art. 18

Source of...

Contains...

Enriched...

Low-fat

- **Multi in internal market:**

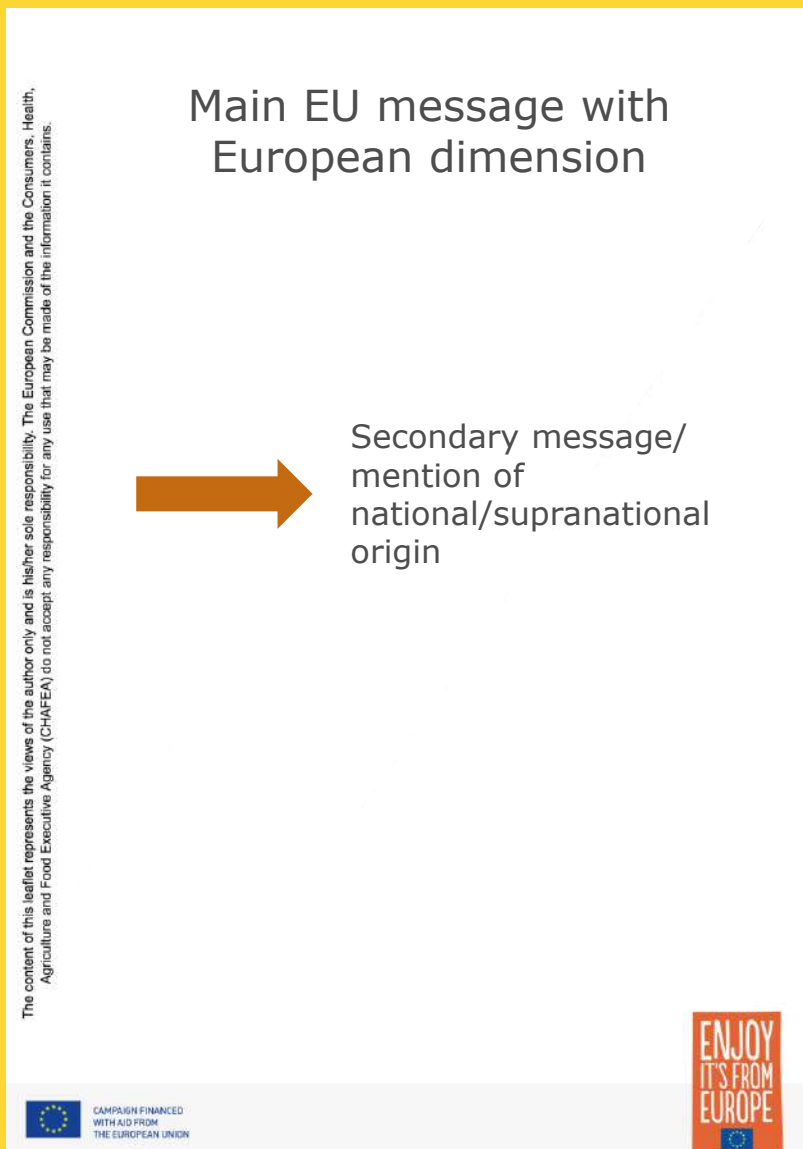
- Health claims must comply with the Annex to Regulation No [1924/2006](#) on nutrition and health claims made on foods

or

- must be approved by the national authority responsible for public health in the Member State where the operations are carried out.

- **In third countries:**

- Claims must be accepted by the national authority responsible for public health in the country where the operations are carried out



Made with the online visual creator: [Campaign visual creator | REA \(europa.eu\)](https://campaignvisualcreator.rea.europa.eu/)

Mention of origin

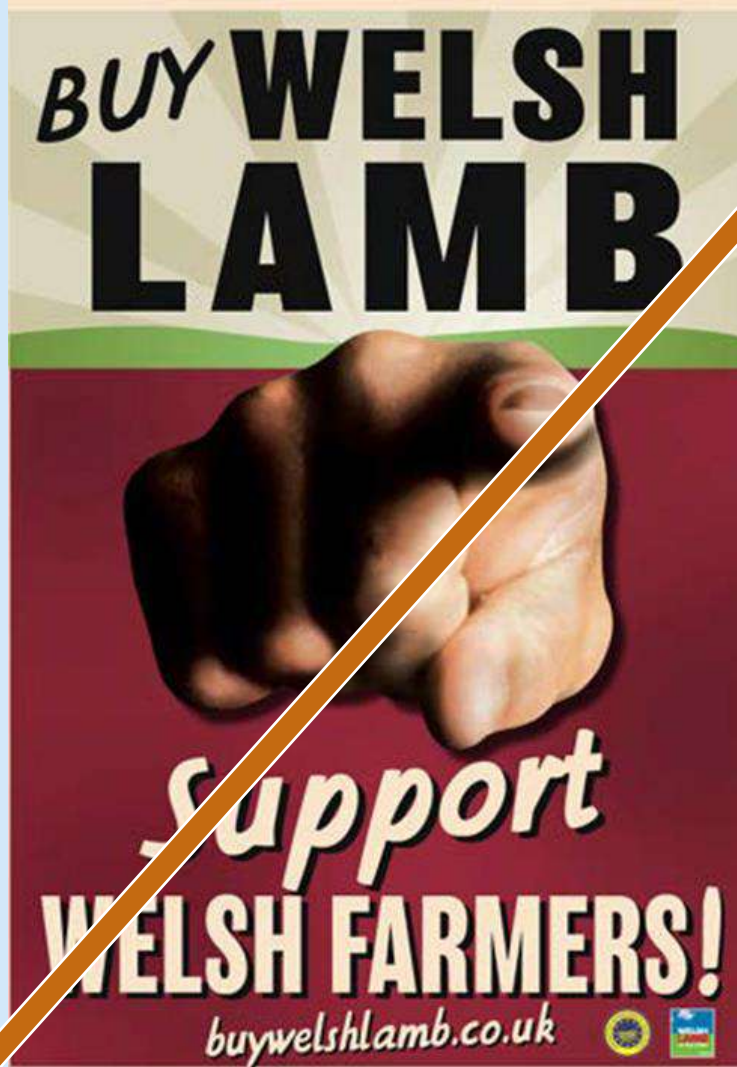
Annex 5 GA art. 18

- Only for visual material (except for scheme products with origin in their name)
- Only **national** or **supranational** origins (not subnational)

→ EU quality schemes products with origin in their names (PDO, PGI, TSG) and RUP: mention subnational origin

- Internal market: **secondary to EU message** – shall appear in a separate area
- Third country market may be on the **same level** as EU message (not more prominent)

→ National quality schemes with origin in their names: origin may be mentioned, but secondary to EU message in internal market and may be on the same level in third countries



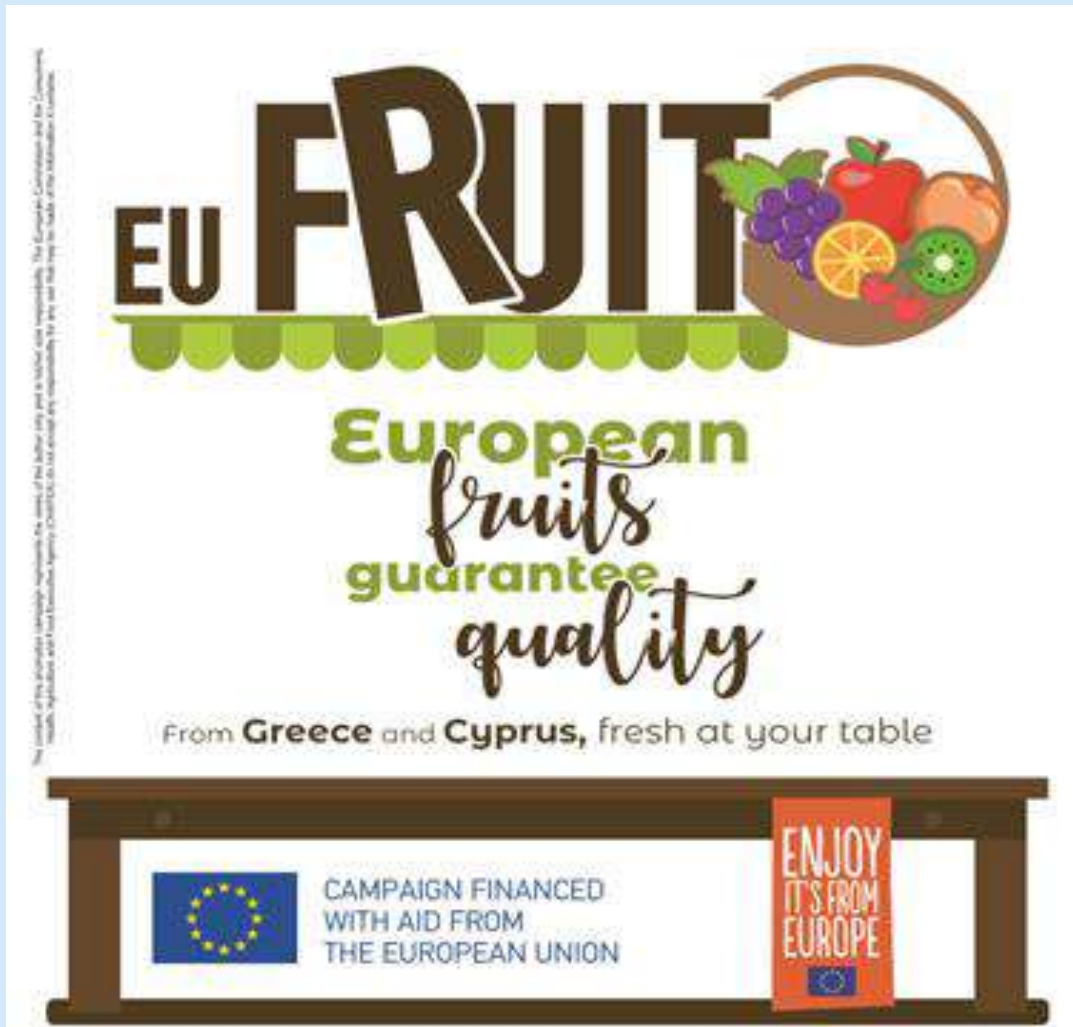
Conditions for the mention of origin

- No restriction of the free movement of agricultural & food products (art. 34 TFEU)
- No programmes which encourage or give preference to the purchase of domestic products **solely** because of their origin
- The mention of origin complements the main EU message

Example: Internal market

- National origins less prominent

- the mention of origin remains secondary (i.e. the text or symbol(s) referring to the origin is *[OPTION 1 for actions that concern information and promotion measures in EU Member States: less]* *[OPTION 2 for actions that concern information and promotion measures in non-EU countries: not more]* prominent than text or symbol(s) referring to the main EU message);





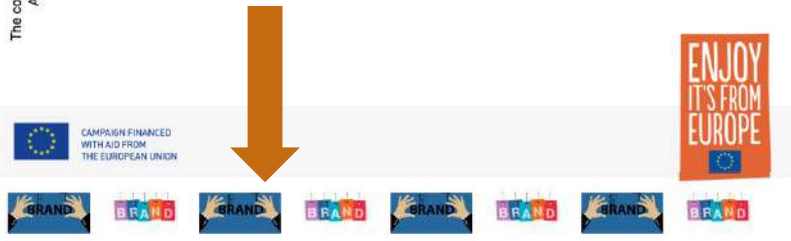
Example: Third countries

- **Mention of origin on the same level as main EU message**
- the mention of origin remains secondary (i.e. the text or symbol(s) referring to the origin is *[OPTION 1 for actions that concern information and promotion measures in EU Member States: less]* *[OPTION 2 for actions that concern information and promotion measures in non-EU countries: not more]* prominent than text or symbol(s) referring to the main EU message);

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Main EU message with
European dimension

Secondary message/
mention of
national/supranational
origin



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Mention of brands

Annex 5 GA art. 18

Brands = trademarks (articles 4 and 66 of Regulation EC n°207/2009 or art. 2 Directive 2008/95/EC)

- Only during **demonstrations** (fairs, B2B events, websites) and **tastings** (fairs, B2B events, point of sales) incl. information & promotional material displayed or distributed (excl. gadgets and mascots)
- Use of brands justified in the Description of Action
- Each brand **equally visible**
- Graphic presentation **smaller format than the main European EU message**
- **Only for visual, not in audio** material

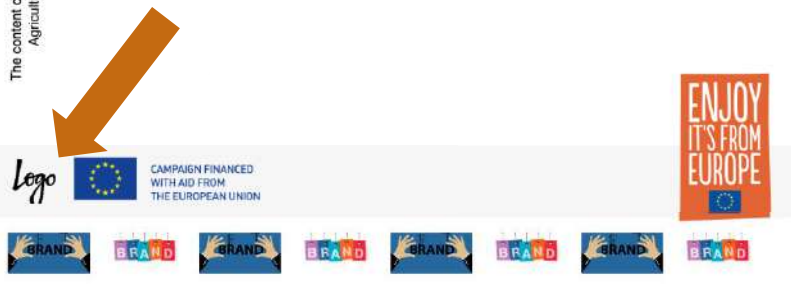
Brands: specific rules

- Minimum of 5 brands (unless less brands **and** not possible to build a multi-products or multi-country programme)
- Maximum of 5% of the total surface area (or proportionally less if less than 5 brands)
- Websites: brands displayed **all together** either in a banner at the bottom of the page (not larger than 5% of the page with logos smaller than the EU emblem) **or** on a dedicated webpage distinct from the homepage in a **neutral** and **identical way**
- Demonstrations and tastings: all brands on a banner in front of the counter (5% of surface area) **or** each brand on separate, neutral and identical booth (brand name 5% of booth front area)
- *Derogation for national quality schemes registered as trademarks (e.g. Label Rouge): they can be displayed alone*

Main EU message with European dimension

Secondary message/
mention of
national/supranational
origin

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Made with the online visual creator: [Campaign visual creator | REA \(europa.eu\)](#)

Other logos

- **The logo of proposing organisations** can be displayed on the information/promotional material. Not more prominent than EU flag
- In case of several proposing organisations: **not necessary to include all the logos** in all targeted markets. Proposing organisations decide how their logos will be presented.

Additional communication and dissemination activities

Annex 5 of GA – art. 17

- The beneficiaries must engage in the following additional communication and dissemination activities:
 - present the project (including project summary, coordinator contact details, list of participants, European flag and funding statement and special logo and project results) on the **beneficiaries' websites or social media accounts**

Pre-existing rights and ownership of the results

including intellectual and industrial property rights

GA art. 16; Annex 5 of GA art. 16

- **Pre-existing rights** : Where such rights exist, including third parties' rights (e.g. existing websites, licenses for the use of photos) the coordinator must submit the list to the Agency. Each beneficiary must give the other beneficiaries access.
- **Ownership of the results**: The results of the action (including reports and other documents relating to it) **are owned by the beneficiaries**.
- The beneficiaries must give the Executive Agency and the EC the **right to use** the results for their communication activities (GA art. 16.3).

What are IPRs?

Intellectual Property Rights include:

- **Industrial property rights** (i.e. trademarks , patents, industrial designs, etc.) and
- **Copyright** (literary and artistic works; musical, dramatic and choreographic works; films and multimedia products; computer programmes and databases)

The most of the agri grants produce content that is protected by the second group of rights.

The **creators of this content** can be the beneficiary itself, subcontractors or third parties who created this content prior to or during the implementation of the grant.

 **AOP Laitières : 45 fromages, 3 beurres, 2 crèmes a** ***
partagé une publication.
7 octobre, 17:07 - 

🤖 Le saviez-vous ?
Pour finir son affinage, le Reblochon est posé et retourné sur une planche d'épicéa.
Suivez les aventures de François et Théo, partis à la rencontre des 50 AOP Laitières 🇫🇷
Photos © Picturoule / Cyclo-Photographe



Reblochon



Picturoule est à flumet haute Savoie.
2 octobre · Flumet · 

 J'aime la Page

Mention of third parties' rights

Dairy PDO PGI #779685

- Social media communication
- **Copyright is visible and well identified**
- The creator is mentioned

How to provide the IPR information to us?

Two lists are required (in one Excel file):

1. List of pre-existing rights
2. List of IPRs incorporated in the results

The lists should include the following elements:

- description of the **item** where IPRs are to be found,
- name of the copyright **owner** (*creator*),
- **licence** you have acquired (incl. date of acquisition, forms of exploitation covered, geographical coverage, exclusive/non-exclusive licence, and expiration date of licence).

A **deliverable in the WP Coordination** has been set in the GA requesting annually the "List of IP rights"

Note: Make sure that, when the right of use is subject to third parties' rights, you have obtained the **necessary approval** from the third parties concerned.

**THANK YOU
FOR YOUR ATTENTION!**

Promotion of agricultural products
(europa.eu)

#EUAgr Promo



IPR list for visuals presented

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