



EUROPEAN RESEARCH EXECUTIVE AGENCY (REA)

REA.B – Green Europe

B.4 – Agri-Food promotion, Environmental Observation and Innovative Governance

GRANT AGREEMENT

Project 101045996 — GWine Asia 2022-24

PREAMBLE

This **Agreement** ('the Agreement') is **between** the following parties:

on the one part,

the **European Research Executive Agency (REA)** ('EU executive agency' or 'granting authority'), under the powers delegated by the European Commission ('European Commission'),

and

on the other part,

1. 'the coordinator':

ASOCIACION PARA LA PROMOCION DEL VINO DE GARNACHA-GARNACHA ORIGEN (GARNACHA ORIGEN), PIC 920949041, established in PARQUE EMPRESARIAL ZENTRO EXPO, AVDA DE RANILLAS, (ANTIGUA C/ PABLO RUIZ PICASSO, 63A), 2A PLANTA, OFFICINA A, ZARAGOZA 50018, Spain,

and the following other beneficiaries, if they sign their 'accession form' (see Annex 3 and Article 40):

2. **CONSEIL INTERPROFESSIONNEL DES VINS DU ROUSSILLON (CIVR)**, PIC 919660590, established in 19 AV DE LA GRANDE BRETAGNE, PERPIGNAN 66006, France,

Unless otherwise specified, references to 'beneficiary' or 'beneficiaries' include the coordinator and affiliated entities (if any).

If only one beneficiary signs the grant agreement ('mono-beneficiary grant'), all provisions referring to the 'coordinator' or the 'beneficiaries' will be considered — mutatis mutandis — as referring to the beneficiary.

The parties referred to above have agreed to enter into the Agreement.

By signing the Agreement and the accession forms, the beneficiaries accept the grant and agree to implement the action under their own responsibility and in accordance with the Agreement, with all the obligations and terms and conditions it sets out.

The Agreement is composed of:

Preamble

Terms and Conditions (including Data Sheet)

Annex 1 Description of the action¹

Annex 2 Estimated budget for the action

Annex 2a Additional information on unit costs and contributions (if applicable)

Annex 3 Accession forms (if applicable)²

Annex 3a Declaration on joint and several liability of affiliated entities (if applicable)³

Annex 4 Model for the financial statements

Annex 5 Specific rules (if applicable)

¹ Template published on [Portal Reference Documents](#).

² Template published on [Portal Reference Documents](#).

³ Template published on [Portal Reference Documents](#).

TERMS AND CONDITIONS

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DATA SHEET

1. General data

Project summary:

Project summary
European Garnacha/Grenache Quality Wines (2022-2024 program) aims to increase the market share of Union agricultural products and certain food products, specifically focusing on those markets in third countries that have the highest growth potential, by enhancing the consumption of EU Garnacha/Grenache quality wines in Asia (China, Taiwan, Japan and South Korea), improving exports, consumer trial and market share indicators.

Keywords: not defined

Project number: 101045996

Project name: European Garnacha/Grenache Quality Wines ASIA Multi 2022-24

Project acronym: GWine Asia 2022-24

Call: AGRIP-MULTI-2021

Topic: AGRIP-MULTI-2021-TC-ALL

Type of action: AGRIP Project Grants

Granting authority: European Research Executive Agency

Grant managed through EU Funding & Tenders Portal: Yes (eGrants)

Project starting date: fixed date: 1 April 2022

Project end date: starting date + months of duration

Project duration: 36 months

Consortium agreement: Yes

2. Participants

List of participants:

Nº	Role	Short name	Legal name	Ctry	PIC	Total eligible costs (BEN and AE)	Max grant amount
1	COO	GARNACHA ORIGEN	ASOCIACION PARA LA PROMOCION DEL VINO DE GARNACHA-GARNACHA ORIGEN	ES	920949041	2 876 524.41	2 301 219.53
2	BEN	CIVR	CONSEIL INTERPROFESSIONNEL DES VINS DU ROUSSILLON	FR	919660590	123 475.59	98 780.47
Total						3 000 000.00	2 400 000.00

Coordinator:

- ASOCIACION PARA LA PROMOCION DEL VINO DE GARNACHA-GARNACHA ORIGEN (GARNACHA ORIGEN)

3. Grant

Maximum grant amount, total estimated eligible costs and contributions and funding rate:

Total eligible costs (BEN and AE)	Funding rate (%)	Maximum grant amount (Annex 2)	Maximum grant amount (award decision)
3 000 000.00	80	2 400 000.00	2 400 000.00

Grant form: Budget-based**Grant mode:** Action grant**Budget categories/activity types:**

- A. Personnel costs
 - A.1 Employees, A.2 Natural persons under direct contract, A.3 Seconded persons
 - A.4 SME owners and natural person beneficiaries
- B. Subcontracting costs
- C. Purchase costs
 - C.1 Travel and subsistence
 - C.2 Equipment
 - C.3 Other goods, works and services
- D. Other cost categories
 - D.1 Financial support to third parties
- E. Indirect costs

Cost eligibility options:

- Standard supplementary payments
- Travel and subsistence:
 - Travel: Actual costs
 - Accommodation: Actual costs
 - Subsistence: Actual costs
- Equipment: depreciation only
- Costs for providing financial support to third parties (actual cost; max amount for each recipient: EUR 60 000.00)
- Indirect cost flat-rate: 4% of the eligible personnel costs (category A, except volunteers costs, if any)
- VAT: Yes
- Other ineligible costs

Budget flexibility: Yes (no flexibility cap)**4. Reporting, payments and recoveries****4.1 Continuous reporting** (art 21)**Deliverables:** see Funding & Tenders Portal Continuous Reporting tool**4.2 Periodic reporting and payments****Reporting and payment schedule** (art 21, 22):

Reporting					Payments	
Reporting periods			Type	Deadline	Type	Deadline (time to pay)
RP No	Month from	Month to				
					Initial prefinancing	30 days from entry into force/10 days before starting date/ financial guarantee (if required) – whichever is the latest
1	1	12	Periodic report	60 days after end of reporting period	Interim payment	90 days from receiving periodic report
2	13	24	Periodic report	60 days after end of reporting period	Interim payment	90 days from receiving periodic report
3	25	36	Periodic report	60 days after end of reporting period	Final payment	90 days from receiving periodic report

Prefinancing payments and guarantees:

Prefinancing payment		Prefinancing guarantee		
Type	Amount	Guarantee amount	Division per participant	
Prefinancing 1 (initial)	480 000.00	n/a	1 - GARNACHA ORIGEN	n/a
			2 - CIVR	n/a

Reporting and payment modalities (art 21, 22):

Mutual Insurance Mechanism (MIM): No

Restrictions on distribution of initial prefinancing: The prefinancing may be distributed only if the minimum number of beneficiaries set out in the call conditions (if any) have acceded to the Agreement and only to beneficiaries that have acceded.

Interim payment ceiling (if any): 90% of the maximum grant amount

No-profit rule: Yes

Late payment interest: ECB + 3.5%

Bank account for payments:

ES9130800077642500060021

Conversion into euros: Double conversion

Reporting language: Language of the Agreement

4.3 Certificates (art 24):

Certificates on the financial statements (CFS):

Conditions:

Schedule: interim/final payment, if threshold is reached

Standard threshold (beneficiary-level):

- financial statement: requested EU contribution to costs \geq EUR 325 000.00

4.4 Recoveries (art 22)

First-line liability for recoveries:

Beneficiary termination: Beneficiary concerned

Final payment: Coordinator

After final payment: Beneficiary concerned

Joint and several liability for enforced recoveries (in case of non-payment):

Unconditional joint and several liability of other beneficiaries — up to the maximum grant amount for the action

Joint and several liability of affiliated entities — n/a

5. Consequences of non-compliance, applicable law & dispute settlement forum

Applicable law (art 43):

Standard applicable law regime: EU law + law of Belgium

Dispute settlement forum (art 43):

Standard dispute settlement forum:

EU beneficiaries: EU General Court + EU Court of Justice (on appeal)

Non-EU beneficiaries: Courts of Brussels, Belgium (unless an international agreement provides for the enforceability of EU court judgements)

6. Other

Specific rules (Annex 5): Yes

Standard time-limits after project end:

Confidentiality (for X years after final payment): 5

Record-keeping (for X years after final payment): 5 (or 3 for grants of not more than EUR 60 000)

Reviews (up to X years after final payment): 5 (or 3 for grants of not more than EUR 60 000)

Audits (up to X years after final payment): 5 (or 3 for grants of not more than EUR 60 000)

Extension of findings from other grants to this grant (no later than X years after final payment): 5 (or 3 for grants of not more than EUR 60 000)

Impact evaluation (up to X years after final payment): 5 (or 3 for grants of not more than EUR 60 000)

CHAPTER 1 GENERAL

ARTICLE 1 — SUBJECT OF THE AGREEMENT

This Agreement sets out the rights and obligations and terms and conditions applicable to the grant awarded for the implementation of the action set out in Chapter 2.

ARTICLE 2 — DEFINITIONS

For the purpose of this Agreement, the following definitions apply:

Actions — The project which is being funded in the context of this Agreement.

Grant — The grant awarded in the context of this Agreement.

EU grants — Grants awarded by EU institutions, bodies, offices or agencies (including EU executive agencies, EU regulatory agencies, EDA, joint undertakings, etc.).

Participants — Entities participating in the action as beneficiaries, affiliated entities, associated partners, third parties giving in-kind contributions, subcontractors or recipients of financial support to third parties.

Beneficiaries (BEN) — The signatories of this Agreement (either directly or through an accession form).

Affiliated entities (AE) — Entities affiliated to a beneficiary within the meaning of Article 187 of EU Financial Regulation 2018/1046⁴ which participate in the action with similar rights and obligations as the beneficiaries (obligation to implement action tasks and right to charge costs and claim contributions).

Associated partners (AP) — Entities which participate in the action, but without the right to charge costs or claim contributions.

Purchases — Contracts for goods, works or services needed to carry out the action (e.g. equipment, consumables and supplies) but which are not part of the action tasks (see Annex 1).

Subcontracting — Contracts for goods, works or services that are part of the action tasks (see Annex 1).

In-kind contributions — In-kind contributions within the meaning of Article 2(36) of EU Financial

⁴ For the definition, see Article 187 Regulation (EU, Euratom) 2018/1046 of the European Parliament and of the Council of 18 July 2018 on the financial rules applicable to the general budget of the Union, amending Regulations (EU) No 1296/2013, (EU) No 1301/2013, (EU) No 1303/2013, (EU) No 1304/2013, (EU) No 1309/2013, (EU) No 1316/2013, (EU) No 223/2014, (EU) No 283/2014, and Decision No 541/2014/EU and repealing Regulation (EU, Euratom) No 966/2012 ('EU Financial Regulation') (OJ L 193, 30.7.2018, p. 1): "**affiliated entities** [are]:

- (a) entities that form a sole beneficiary [(i.e. where an entity is formed of several entities that satisfy the criteria for being awarded a grant, including where the entity is specifically established for the purpose of implementing an action to be financed by a grant)];
- (b) entities that satisfy the eligibility criteria and that do not fall within one of the situations referred to in Article 136(1) and 141(1) and that have a link with the beneficiary, in particular a legal or capital link, which is neither limited to the action nor established for the sole purpose of its implementation".

Regulation 2018/1046, i.e. non-financial resources made available free of charge by third parties.

Fraud — Fraud within the meaning of Article 3 of EU Directive 2017/1371⁵ and Article 1 of the Convention on the protection of the European Communities' financial interests, drawn up by the Council Act of 26 July 1995⁶, as well as any other wrongful or criminal deception intended to result in financial or personal gain.

Irregularities — Any type of breach (regulatory or contractual) which could impact the EU financial interests, including irregularities within the meaning of Article 1(2) of EU Regulation 2988/95⁷.

Grave professional misconduct — Any type of unacceptable or improper behaviour in exercising one's profession, especially by employees, including grave professional misconduct within the meaning of Article 136(1)(c) of EU Financial Regulation 2018/1046.

Applicable EU, international and national law — Any legal acts or other (binding or non-binding) rules and guidance in the area concerned.

Portal — EU Funding & Tenders Portal; electronic portal and exchange system managed by the European Commission and used by itself and other EU institutions, bodies, offices or agencies for the management of their funding programmes (grants, procurements, prizes, etc.).

CHAPTER 2 ACTION

ARTICLE 3 — ACTION

The grant is awarded for the action **101045996 — GWine Asia 2022-24** ('action'), as described in Annex 1.

ARTICLE 4 — DURATION AND STARTING DATE

The duration and the starting date of the action are set out in the Data Sheet (see Point 1).

CHAPTER 3 GRANT

ARTICLE 5 — GRANT

5.1 Form of grant

⁵ Directive (EU) 2017/1371 of the European Parliament and of the Council of 5 July 2017 on the fight against fraud to the Union's financial interests by means of criminal law (OJ L 198, 28.7.2017, p. 29).

⁶ OJ C 316, 27.11.1995, p. 48.

⁷ Council Regulation (EC, Euratom) No 2988/95 of 18 December 1995 on the protection of the European Communities financial interests (OJ L 312, 23.12.1995, p. 1).

The grant is an action grant⁸ which takes the form of a budget-based mixed actual cost grant (i.e. a grant based on actual costs incurred, but which may also include other forms of funding, such as unit costs or contributions, flat-rate costs or contributions, lump sum costs or contributions or financing not linked to costs).

5.2 Maximum grant amount

The maximum grant amount is set out in the Data Sheet (see Point 3) and in the estimated budget (Annex 2).

5.3 Funding rate

The funding rate for costs is 80% of the action's eligible costs.

Contributions are not subject to any funding rate.

5.4 Estimated budget, budget categories and forms of funding

The estimated budget for the action is set out in Annex 2.

It contains the estimated eligible costs and contributions for the action, broken down by participant and budget category.

Annex 2 also shows the types of costs and contributions (forms of funding)⁹ to be used for each budget category.

If unit costs or contributions are used, the details on the calculation will be explained in Annex 2a.

5.5 Budget flexibility

The budget breakdown may be adjusted — without an amendment (see Article 39) — by transfers (between participants and budget categories), as long as this does not imply any substantive or important change to the description of the action in Annex 1.

However:

- changes to the budget category for volunteers (if used) always require an amendment
- changes to budget categories with lump sums costs or contributions (if used; including financing not linked to costs) always require an amendment
- changes to budget categories with higher funding rates or budget ceilings (if used) always require an amendment
- addition of amounts for subcontracts not provided for in Annex 1 either require an amendment or simplified approval in accordance with Article 6.2

⁸ For the definition, see Article 180(2)(a) EU Financial Regulation 2018/1046: ‘**action grant**’ means an EU grant to finance “an action intended to help achieve a Union policy objective”.

⁹ See Article 125 EU Financial Regulation 2018/1046.

- other changes require an amendment or simplified approval, if specifically provided for in Article 6.2
- flexibility caps: not applicable.

ARTICLE 6 — ELIGIBLE AND INELIGIBLE COSTS AND CONTRIBUTIONS

In order to be eligible, costs and contributions must meet the **eligibility** conditions set out in this Article.

6.1 General eligibility conditions

The **general eligibility conditions** are the following:

- (a) for actual costs:
 - (i) they must be actually incurred by the beneficiary
 - (ii) they must be incurred in the period set out in Article 4 (with the exception of costs relating to the submission of the final periodic report, which may be incurred afterwards; see Article 21)
 - (iii) they must be declared under one of the budget categories set out in Article 6.2 and Annex 2
 - (iv) they must be incurred in connection with the action as described in Annex 1 and necessary for its implementation
 - (v) they must be identifiable and verifiable, in particular recorded in the beneficiary's accounts in accordance with the accounting standards applicable in the country where the beneficiary is established and with the beneficiary's usual cost accounting practices
 - (vi) they must comply with the applicable national law on taxes, labour and social security and
 - (vii) they must be reasonable, justified and must comply with the principle of sound financial management, in particular regarding economy and efficiency
- (b) for unit costs or contributions (if any):
 - (i) they must be declared under one of the budget categories set out in Article 6.2 and Annex 2
 - (ii) the units must:
 - be actually used or produced by the beneficiary in the period set out in Article 4 (with the exception of units relating to the submission of the final periodic report, which may be used or produced afterwards; see Article 21)
 - be necessary for the implementation of the action and
 - (iii) the number of units must be identifiable and verifiable, in particular supported by records and documentation (see Article 20)

- (c) for flat-rate costs or contributions (if any):
- (i) they must be declared under one of the budget categories set out in Article 6.2 and Annex 2
 - (ii) the costs or contributions to which the flat-rate is applied must:
 - be eligible
 - relate to the period set out in Article 4 (with the exception of costs or contributions relating to the submission of the final periodic report, which may be incurred afterwards; see Article 21)
- (d) for lump sum costs or contributions (if any):
- (i) they must be declared under one of the budget categories set out in Article 6.2 and Annex 2
 - (ii) the work must be properly implemented by the beneficiary in accordance with Annex 1
 - (iii) the deliverables/outputs must be achieved in the period set out in Article 4 (with the exception of deliverables/outputs relating to the submission of the final periodic report, which may be achieved afterwards; see Article 21)
- (e) for unit, flat-rate or lump sum costs or contributions according to usual cost accounting practices (if any):
- (i) they must fulfil the general eligibility conditions for the type of cost concerned
 - (ii) the cost accounting practices must be applied in a consistent manner, based on objective criteria, regardless of the source of funding
- (f) for financing not linked to costs (if any): the results must be achieved or the conditions must be fulfilled as described in Annex 1.

In addition, for direct cost categories (e.g. personnel, travel & subsistence, subcontracting and other direct costs) only costs that are directly linked to the action implementation and can therefore be attributed to it directly are eligible. They must not include any indirect costs (i.e. costs that are only indirectly linked to the action, e.g. via cost drivers).

6.2 Specific eligibility conditions for each budget category

For each budget category, the **specific eligibility conditions** are as follows:

Direct costs

A. Personnel costs

A.1 Costs for employees (or equivalent) are eligible as personnel costs if they fulfil the general eligibility conditions and are related to personnel working for the beneficiary under an employment contract (or equivalent appointing act) and assigned to the action.

They must be limited to salaries, social security contributions, taxes and other costs linked to the

remuneration, if they arise from national law or the employment contract (or equivalent appointing act) and be calculated on the basis of the costs actually incurred, in accordance with the following method:

{daily rate for the person
multiplied by
number of day-equivalents worked on the action (rounded up or down to the nearest half-day)}.

The daily rate must be calculated as:

{annual personnel costs for the person
divided by
215}.

The number of day-equivalents declared for a person must be identifiable and verifiable (see Article 20).

The total number of day-equivalents declared in EU grants, for a person for a year, cannot be higher than 215.

The personnel costs may also include supplementary payments for personnel assigned to the action (including payments on the basis of supplementary contracts regardless of their nature), if:

- it is part of the beneficiary's usual remuneration practices and is paid in a consistent manner whenever the same kind of work or expertise is required
- the criteria used to calculate the supplementary payments are objective and generally applied by the beneficiary, regardless of the source of funding used.

A.2 and A.3 Costs for natural persons working under a direct contract other than an employment contract and costs for **seconded persons by a third party against payment** are also eligible as personnel costs, if they are assigned to the action, fulfil the general eligibility conditions and:

- (a) work under conditions similar to those of an employee (in particular regarding the way the work is organised, the tasks that are performed and the premises where they are performed) and
- (b) the result of the work belongs to the beneficiary (unless agreed otherwise).

They must be calculated on the basis of a rate which corresponds to the costs actually incurred for the direct contract or secondment and must not be significantly different from those for personnel performing similar tasks under an employment contract with the beneficiary.

A.4 The work of SME owners for the action (i.e. owners of beneficiaries that are small and medium-sized enterprises¹⁰ not receiving a salary) or **natural person beneficiaries** (i.e. beneficiaries that are

¹⁰ For the definition, see Commission Recommendation 2003/361/EC: micro, small or medium-sized enterprise (SME) are enterprises

- engaged in an economic activity, irrespective of their legal form (including, in particular, self-employed persons and family businesses engaged in craft or other activities, and partnerships or associations regularly engaged in an economic activity) and

natural persons not receiving a salary) may be declared as personnel costs, if they fulfil the general eligibility conditions and are calculated as unit costs in accordance with the method set out in Annex 2a.

B. Subcontracting costs

Subcontracting costs for the action (including related duties, taxes and charges, such as non-deductible or non-refundable value added tax (VAT)) are eligible, if they are calculated on the basis of the costs actually incurred, fulfil the general eligibility conditions and are awarded using the beneficiary's usual purchasing practices — provided these ensure subcontracts with best value for money (or if appropriate the lowest price) and that there is no conflict of interests (see Article 12).

Beneficiaries that are 'contracting authorities/entities' within the meaning of the EU Directives on public procurement must also comply with the applicable national law on public procurement.

The tasks to be subcontracted and the estimated cost for each subcontract must be set out in Annex 1 and the total estimated costs of subcontracting per beneficiary must be set out in Annex 2 (or may be approved ex post in the periodic report, if the use of subcontracting does not entail changes to the Agreement which would call into question the decision awarding the grant or breach the principle of equal treatment of applicants; 'simplified approval procedure').

C. Purchase costs

Purchase costs for the action (including related duties, taxes and charges, such as non-deductible or non-refundable value added tax (VAT)) are eligible if they fulfil the general eligibility conditions and are bought using the beneficiary's usual purchasing practices — provided these ensure purchases with best value for money (or if appropriate the lowest price) and that there is no conflict of interests (see Article 12).

Beneficiaries that are 'contracting authorities/entities' within the meaning of the EU Directives on public procurement must also comply with the applicable national law on public procurement.

C.1 Travel and subsistence

Purchases for **travel, accommodation and subsistence** must be calculated as follows:

- travel: on the basis of the costs actually incurred and in line with the beneficiary's usual practices on travel
- accommodation: on the basis of the costs actually incurred and in line with the beneficiary's usual practices on travel
- subsistence: on the basis of the costs actually incurred and in line with the beneficiary's usual practices on travel .

C.2 Equipment

-
- employing fewer than 250 persons (expressed in 'annual working units' as defined in Article 5 of the Recommendation) and which have an annual turnover not exceeding EUR 50 million, and/or an annual balance sheet total not exceeding EUR 43 million.

Purchases of **equipment, infrastructure or other assets** used for the action must be declared as depreciation costs, calculated on the basis of the costs actually incurred and written off in accordance with international accounting standards and the beneficiary's usual accounting practices.

Only the portion of the costs that corresponds to the rate of actual use for the action during the action duration can be taken into account.

Costs for **renting or leasing** equipment, infrastructure or other assets are also eligible, if they do not exceed the depreciation costs of similar equipment, infrastructure or assets and do not include any financing fees.

C.3 Other goods, works and services

Purchases of **other goods, works and services** must be calculated on the basis of the costs actually incurred.

Such goods, works and services include, for instance, consumables and supplies, promotion, dissemination, protection of results, translations, publications, certificates and financial guarantees, if required under the Agreement.

D. Other cost categories

D.1 Financial support to third parties

Costs for providing financial support to third parties (in the form of **grants, prizes** or similar forms of support; if any) are eligible, if and as declared eligible in the call conditions, if they fulfil the general eligibility conditions, are calculated on the basis of the costs actually incurred and the support is implemented in accordance with the conditions set out in Annex 1.

These conditions must ensure objective and transparent selection procedures and include at least the following:

(a) for grants (or similar):

- (i) the maximum amount of financial support for each third party ('recipient'); this amount may not exceed the amount set out in the Data Sheet (see Point 3) or otherwise agreed with the granting authority
- (ii) the criteria for calculating the exact amount of the financial support
- (iii) the different types of activity that qualify for financial support, on the basis of a closed list
- (iv) the persons or categories of persons that will be supported and
- (v) the criteria and procedures for giving financial support

(b) for prizes (or similar):

- (i) the eligibility and award criteria
- (ii) the amount of the prize and
- (iii) the payment arrangements.

Indirect costs

E. Indirect costs

Indirect costs will be reimbursed at the flat-rate of 4% of the eligible personnel costs (category A, except volunteers costs, if any).

Contributions

Not applicable

6.3 Ineligible costs and contributions

The following costs or contributions are **ineligible**:

- (a) costs or contributions that do not comply with the conditions set out above (Article 6.1 and 6.2), in particular:
 - (i) costs related to return on capital and dividends paid by a beneficiary
 - (ii) debt and debt service charges
 - (iii) provisions for future losses or debts
 - (iv) interest owed
 - (v) currency exchange losses
 - (vi) bank costs charged by the beneficiary's bank for transfers from the granting authority
 - (vii) excessive or reckless expenditure
 - (viii) deductible or refundable VAT (including VAT paid by public bodies acting as public authority)
 - (ix) costs incurred or contributions for activities implemented during grant agreement suspension (see Article 32)
 - (x) in-kind contributions by third parties
- (b) costs or contributions declared under other EU grants (or grants awarded by an EU Member State, non-EU country or other body implementing the EU budget), except for the following cases:
 - (i) Synergy actions: not applicable
 - (ii) if the action grant is combined with an operating grant¹¹ running during the same period and the beneficiary can demonstrate that the operating grant does not cover any (direct or indirect) costs of the action grant

¹¹ For the definition, see Article 180(2)(b) of EU Financial Regulation 2018/1046: ‘**operating grant**’ means an EU grant to finance “the functioning of a body which has an objective forming part of and supporting an EU policy”.

- (c) costs or contributions for staff of a national (or regional/local) administration, for activities that are part of the administration's normal activities (i.e. not undertaken only because of the grant)
- (d) costs or contributions (especially travel and subsistence) for staff or representatives of EU institutions, bodies or agencies
- (e) other :
 - (i) country restrictions for eligible costs: not applicable
 - (ii) costs or contributions declared specifically ineligible in the call conditions.

6.4 Consequences of non-compliance

If a beneficiary declares costs or contributions that are ineligible, they will be rejected (see Article 27).

This may also lead to other measures described in Chapter 5.

CHAPTER 4 GRANT IMPLEMENTATION

SECTION 1 CONSORTIUM: BENEFICIARIES, AFFILIATED ENTITIES AND OTHER PARTICIPANTS

ARTICLE 7 — BENEFICIARIES

The beneficiaries, as signatories of the Agreement, are fully responsible towards the granting authority for implementing it and for complying with all its obligations.

They must implement the Agreement to their best abilities, in good faith and in accordance with all the obligations and terms and conditions it sets out.

They must have the appropriate resources to implement the action and implement the action under their own responsibility and in accordance with Article 11. If they rely on affiliated entities or other participants (see Articles 8 and 9), they retain sole responsibility towards the granting authority and the other beneficiaries.

They are jointly responsible for the *technical* implementation of the action. If one of the beneficiaries fails to implement their part of the action, the other beneficiaries must ensure that this part is implemented by someone else (without being entitled to an increase of the maximum grant amount and subject to an amendment; see Article 39). The *financial* responsibility of each beneficiary in case of recoveries is governed by Article 22.

The beneficiaries (and their action) must remain eligible under the EU programme funding the grant for the entire duration of the action. Costs and contributions will be eligible only as long as the beneficiary and the action are eligible.

The **internal roles and responsibilities** of the beneficiaries are divided as follows:

- (a) Each beneficiary must:

- (i) keep information stored in the Portal Participant Register up to date (see Article 19)
 - (ii) inform the granting authority (and the other beneficiaries) immediately of any events or circumstances likely to affect significantly or delay the implementation of the action (see Article 19)
 - (iii) submit to the coordinator in good time:
 - the prefinancing guarantees (if required; see Article 23)
 - the financial statements and certificates on the financial statements (CFS) (if required; see Articles 21 and 24.2 and Data Sheet, Point 4.3)
 - the contribution to the deliverables and technical reports (see Article 21)
 - any other documents or information required by the granting authority under the Agreement
 - (iv) submit via the Portal data and information related to the participation of their affiliated entities.
- (b) The coordinator must:
- (i) monitor that the action is implemented properly (see Article 11)
 - (ii) act as the intermediary for all communications between the consortium and the granting authority, unless the Agreement or granting authority specifies otherwise, and in particular:
 - submit the prefinancing guarantees to the granting authority (if any)
 - request and review any documents or information required and verify their quality and completeness before passing them on to the granting authority
 - submit the deliverables and reports to the granting authority
 - inform the granting authority about the payments made to the other beneficiaries (report on the distribution of payments; if required, see Articles 22 and 32)
 - (iii) distribute the payments received from the granting authority to the other beneficiaries without unjustified delay (see Article 22).

The coordinator may not delegate or subcontract the above-mentioned tasks to any other beneficiary or third party (including affiliated entities).

However, coordinators which are public bodies may delegate the tasks set out in Point (b)(ii) last indent and (iii) above to entities with ‘authorisation to administer’ which they have created or which are controlled by or affiliated to them. In this case, the coordinator retains sole responsibility for the payments and for compliance with the obligations under the Agreement.

Moreover, coordinators which are ‘sole beneficiaries’¹² (or similar, such as European research infrastructure consortia (ERICs)) may delegate the tasks set out in Point (b)(i) to (iii) above to one of their members. The coordinator retains sole responsibility for compliance with the obligations under the Agreement.

The beneficiaries must have **internal arrangements** regarding their operation and co-ordination, to ensure that the action is implemented properly.

If required by the granting authority (see Data Sheet, Point 1), these arrangements must be set out in a written **consortium agreement** between the beneficiaries, covering for instance:

- the internal organisation of the consortium
- the management of access to the Portal
- different distribution keys for the payments and financial responsibilities in case of recoveries (if any)
- additional rules on rights and obligations related to background and results (see Article 16)
- settlement of internal disputes
- liability, indemnification and confidentiality arrangements between the beneficiaries.

The internal arrangements must not contain any provision contrary to this Agreement.

ARTICLE 8 — AFFILIATED ENTITIES

Not applicable

ARTICLE 9 — OTHER PARTICIPANTS INVOLVED IN THE ACTION

9.1 Associated partners

Not applicable

9.2 Third parties giving in-kind contributions to the action

Other third parties may give in-kind contributions to the action (i.e. personnel, equipment, other goods, works and services, etc. which are free-of-charge), if necessary for the implementation.

Third parties giving in-kind contributions do not implement any action tasks. They may not charge costs or contributions to the action and the costs for the in-kind contributions are not eligible.

The third parties and their in-kind contributions should be set out in Annex 1.

9.3 Subcontractors

¹² For the definition, see Article 187(2) EU Financial Regulation 2018/1046: “Where several entities satisfy the criteria for being awarded a grant and together form one entity, that entity may be treated as the **sole beneficiary**, including where it is specifically established for the purpose of implementing the action financed by the grant.”

Subcontractors may participate in the action, if necessary for the implementation.

Subcontractors must implement their action tasks in accordance with Article 11. The costs for the subcontracted tasks (invoiced price from the subcontractor) are eligible and may be charged by the beneficiaries, under the conditions set out in Article 6. The costs will be included in Annex 2 as part of the beneficiaries' costs.

The beneficiaries must ensure that their contractual obligations under Articles 11 (proper implementation), 12 (conflict of interest), 13 (confidentiality and security), 14 (ethics), 17.2 (visibility), 18 (specific rules for carrying out action), 19 (information) and 20 (record-keeping) also apply to the subcontractors.

The beneficiaries must ensure that the bodies mentioned in Article 25 (e.g. granting authority, OLAF, Court of Auditors (ECA), etc.) can exercise their rights also towards the subcontractors.

9.4 Recipients of financial support to third parties

If the action includes providing financial support to third parties (e.g. grants, prizes or similar forms of support), the beneficiaries must ensure that their contractual obligations under Articles 12 (conflict of interest), 13 (confidentiality and security), 14 (ethics), 17.2 (visibility), 18 (specific rules for carrying out action), 19 (information) and 20 (record-keeping) also apply to the third parties receiving the support (recipients).

The beneficiaries must also ensure that the bodies mentioned in Article 25 (e.g. granting authority, OLAF, Court of Auditors (ECA), etc.) can exercise their rights also towards the recipients.

ARTICLE 10 — PARTICIPANTS WITH SPECIAL STATUS

10.1 Non-EU participants

Participants which are established in a non-EU country (if any) undertake to comply with their obligations under the Agreement and:

- to respect general principles (including fundamental rights, values and ethical principles, environmental and labour standards, rules on classified information, intellectual property rights, visibility of funding and protection of personal data)
- for the submission of certificates under Article 24: to use qualified external auditors which are independent and comply with comparable standards as those set out in EU Directive 2006/43/EC¹³
- for the controls under Article 25: to allow for checks, reviews, audits and investigations (including on-the-spot checks, visits and inspections) by the bodies mentioned in that Article (e.g. granting authority, OLAF, Court of Auditors (ECA), etc.).

Special rules on dispute settlement apply (see Data Sheet, Point 5).

10.2 Participants which are international organisations

¹³ Directive 2006/43/EC of the European Parliament and of the Council of 17 May 2006 on statutory audits of annual accounts and consolidated accounts or similar national regulations (OJ L 157, 9.6.2006, p. 87).

Participants which are international organisations (IOs; if any) undertake to comply with their obligations under the Agreement and:

- to respect general principles (including fundamental rights, values and ethical principles, environmental and labour standards, rules on classified information, intellectual property rights, visibility of funding and protection of personal data)
- for the submission of certificates under Article 24: to use either independent public officers or external auditors which comply with comparable standards as those set out in EU Directive 2006/43/EC
- for the controls under Article 25: to allow for the checks, reviews, audits and investigations by the bodies mentioned in that Article, taking into account the specific agreements concluded by them and the EU (if any).

For such participants, nothing in the Agreement will be interpreted as a waiver of their privileges or immunities, as accorded by their constituent documents or international law.

Special rules on applicable law and dispute settlement apply (see Article 43 and Data Sheet, Point 5).

10.3 Pillar-assessed participants

Pillar-assessed participants (if any) may rely on their own systems, rules and procedures, in so far as they have been positively assessed and do not call into question the decision awarding the grant or breach the principle of equal treatment of applicants or beneficiaries.

‘Pillar-assessment’ means a review by the European Commission on the systems, rules and procedures which participants use for managing EU grants (in particular internal control system, accounting system, external audits, financing of third parties, rules on recovery and exclusion, information on recipients and protection of personal data; see Article 154 EU Financial Regulation 2018/1046).

Participants with a positive pillar assessment may rely on their own systems, rules and procedures, in particular for:

- record-keeping (Article 20): may be done in accordance with internal standards, rules and procedures
- currency conversion for financial statements (Article 21): may be done in accordance with usual accounting practices
- guarantees (Article 23): for public law bodies, prefinancing guarantees are not needed
- certificates (Article 24):
 - certificates on the financial statements (CFS): may be provided by their regular internal or external auditors and in accordance with their internal financial regulations and procedures
 - certificates on usual accounting practices (CoMUC): are not needed if those practices are covered by an ex-ante assessment

and use the following specific rules, for:

- recoveries (Article 22): in case of financial support to third parties, there will be no recovery if the participant has done everything possible to retrieve the undue amounts from the third party receiving the support (including legal proceedings) and non-recovery is not due to an error or negligence on its part
- checks, reviews, audits and investigations by the EU (Article 25): will be conducted taking into account the rules and procedures specifically agreed between them and the framework agreement (if any)
- impact evaluation (Article 26): will be conducted in accordance with the participant's internal rules and procedures and the framework agreement (if any)
- grant agreement suspension (Article 31): certain costs incurred during grant suspension are eligible (notably, minimum costs necessary for a possible resumption of the action and costs relating to contracts which were entered into before the pre-information letter was received and which could not reasonably be suspended, reallocated or terminated on legal grounds)
- grant agreement termination (Article 32): the final grant amount and final payment will be calculated taking into account also costs relating to contracts due for execution only after termination takes effect, if the contract was entered into before the pre-information letter was received and could not reasonably be terminated on legal grounds
- liability for damages (Article 33.2): the granting authority must be compensated for damage it sustains as a result of the implementation of the action or because the action was not implemented in full compliance with the Agreement only if the damage is due to an infringement of the participant's internal rules and procedures or due to a violation of third parties' rights by the participant or one of its employees or individual for whom the employees are responsible.

Participants whose pillar assessment covers procurement and granting procedures may also do purchases, subcontracting and financial support to third parties (Article 6.2) in accordance with their internal rules and procedures for purchases, subcontracting and financial support.

Participants whose pillar assessment covers data protection rules may rely on their internal standards, rules and procedures for data protection (Article 15).

The participants may however not rely on provisions which would breach the principle of equal treatment of applicants or beneficiaries or call into question the decision awarding the grant, such as in particular:

- eligibility (Article 6)
- consortium roles and set-up (Articles 7-9)
- security and ethics (Articles 13, 14)
- IPR (including background and results, access rights and rights of use), communication, dissemination and visibility (Articles 16 and 17)
- information obligation (Article 19)
- payment, reporting and amendments (Articles 21, 22 and 39)

- rejections, reductions, suspensions and terminations (Articles 27, 28, 29-32)

If the pillar assessment was subject to remedial measures, reliance on the internal systems, rules and procedures is subject to compliance with those remedial measures.

Participants whose assessment has not yet been updated to cover (the new rules on) data protection may rely on their internal systems, rules and procedures, provided that they ensure that personal data is:

- processed lawfully, fairly and in a transparent manner in relation to the data subject
- collected for specified, explicit and legitimate purposes and not further processed in a manner that is incompatible with those purposes
- adequate, relevant and limited to what is necessary in relation to the purposes for which they are processed
- accurate and, where necessary, kept up to date
- kept in a form which permits identification of data subjects for no longer than is necessary for the purposes for which the data is processed and
- processed in a manner that ensures appropriate security of the personal data.

Participants must inform the coordinator without delay of any changes to the systems, rules and procedures that were part of the pillar assessment. The coordinator must immediately inform the granting authority.

Pillar-assessed participants that have also concluded a framework agreement with the EU, may moreover — under the same conditions as those above (i.e. not call into question the decision awarding the grant or breach the principle of equal treatment of applicants or beneficiaries) — rely on the provisions set out in that framework agreement.

SECTION 2 RULES FOR CARRYING OUT THE ACTION

ARTICLE 11 — PROPER IMPLEMENTATION OF THE ACTION

11.1 Obligation to properly implement the action

The beneficiaries must implement the action as described in Annex 1 and in compliance with the provisions of the Agreement, the call conditions and all legal obligations under applicable EU, international and national law.

11.2 Consequences of non-compliance

If a beneficiary breaches any of its obligations under this Article, the grant may be reduced (see Article 28).

Such breaches may also lead to other measures described in Chapter 5.

ARTICLE 12 — CONFLICT OF INTERESTS

12.1 Conflict of interests

The beneficiaries must take all measures to prevent any situation where the impartial and objective implementation of the Agreement could be compromised for reasons involving family, emotional life, political or national affinity, economic interest or any other direct or indirect interest ('conflict of interests').

They must formally notify the granting authority without delay of any situation constituting or likely to lead to a conflict of interests and immediately take all the necessary steps to rectify this situation.

The granting authority may verify that the measures taken are appropriate and may require additional measures to be taken by a specified deadline.

12.2 Consequences of non-compliance

If a beneficiary breaches any of its obligations under this Article, the grant may be reduced (see Article 28) and the grant or the beneficiary may be terminated (see Article 32).

Such breaches may also lead to other measures described in Chapter 5.

ARTICLE 13 — CONFIDENTIALITY AND SECURITY

13.1 Sensitive information

The parties must keep confidential any data, documents or other material (in any form) that is identified as sensitive in writing ('sensitive information') — during the implementation of the action and for at least until the time-limit set out in the Data Sheet (see Point 6).

If a beneficiary requests, the granting authority may agree to keep such information confidential for a longer period.

Unless otherwise agreed between the parties, they may use sensitive information only to implement the Agreement.

The beneficiaries may disclose sensitive information to their personnel or other participants involved in the action only if they:

- (a) need to know it in order to implement the Agreement and
- (b) are bound by an obligation of confidentiality.

The granting authority may disclose sensitive information to its staff and to other EU institutions and bodies.

It may moreover disclose sensitive information to third parties, if:

- (a) this is necessary to implement the Agreement or safeguard the EU financial interests and
- (b) the recipients of the information are bound by an obligation of confidentiality.

The confidentiality obligations no longer apply if:

- (a) the disclosing party agrees to release the other party

- (b) the information becomes publicly available, without breaching any confidentiality obligation
- (c) the disclosure of the sensitive information is required by EU, international or national law.

Specific confidentiality rules (if any) are set out in Annex 5.

13.2 Classified information

The parties must handle classified information in accordance with the applicable EU, international or national law on classified information (in particular, Decision 2015/444¹⁴ and its implementing rules).

Deliverables which contain classified information must be submitted according to special procedures agreed with the granting authority.

Action tasks involving classified information may be subcontracted only after explicit approval (in writing) from the granting authority.

Classified information may not be disclosed to any third party (including participants involved in the action implementation) without prior explicit written approval from the granting authority.

Specific security rules (if any) are set out in Annex 5.

13.3 Consequences of non-compliance

If a beneficiary breaches any of its obligations under this Article, the grant may be reduced (see Article 28).

Such breaches may also lead to other measures described in Chapter 5.

ARTICLE 14 — ETHICS AND VALUES

14.1 Ethics

The action must be carried out in line with the highest ethical standards and the applicable EU, international and national law on ethical principles.

Specific ethics rules (if any) are set out in Annex 5.

14.2 Values

The beneficiaries must commit to and ensure the respect of basic EU values (such as respect for human dignity, freedom, democracy, equality, the rule of law and human rights, including the rights of minorities).

Specific rules on values (if any) are set out in Annex 5.

14.3 Consequences of non-compliance

¹⁴ Commission Decision 2015/444/EC, Euratom of 13 March 2015 on the security rules for protecting EU classified information (OJ L 72, 17.3.2015, p. 53).

If a beneficiary breaches any of its obligations under this Article, the grant may be reduced (see Article 28).

Such breaches may also lead to other measures described in Chapter 5.

ARTICLE 15 — DATA PROTECTION

15.1 Data processing by the granting authority

Any personal data under the Agreement will be processed under the responsibility of the data controller of the granting authority in accordance with and for the purposes set out in the Portal Privacy Statement.

For grants where the granting authority is the European Commission, an EU regulatory or executive agency, joint undertaking or other EU body, the processing will be subject to Regulation 2018/1725¹⁵.

15.2 Data processing by the beneficiaries

The beneficiaries must process personal data under the Agreement in compliance with the applicable EU, international and national law on data protection (in particular, Regulation 2016/679¹⁶).

They must ensure that personal data is:

- processed lawfully, fairly and in a transparent manner in relation to the data subjects
- collected for specified, explicit and legitimate purposes and not further processed in a manner that is incompatible with those purposes
- adequate, relevant and limited to what is necessary in relation to the purposes for which they are processed
- accurate and, where necessary, kept up to date
- kept in a form which permits identification of data subjects for no longer than is necessary for the purposes for which the data is processed and
- processed in a manner that ensures appropriate security of the data.

The beneficiaries may grant their personnel access to personal data only if it is strictly necessary for implementing, managing and monitoring the Agreement. The beneficiaries must ensure that the personnel is under a confidentiality obligation.

The beneficiaries must inform the persons whose data are transferred to the granting authority and provide them with the Portal Privacy Statement.

¹⁵ Regulation (EU) 2018/1725 of the European Parliament and of the Council of 23 October 2018 on the protection of natural persons with regard to the processing of personal data by the Union institutions, bodies, offices and agencies and on the free movement of such data, and repealing Regulation (EC) No 45/2001 and Decision No 1247/2002/EC (OJ L 295, 21.11.2018, p. 39).

¹⁶ Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC ('GDPR') (OJ L 119, 4.5.2016, p. 1).

15.3 Consequences of non-compliance

If a beneficiary breaches any of its obligations under this Article, the grant may be reduced (see Article 28).

Such breaches may also lead to other measures described in Chapter 5.

ARTICLE 16 — INTELLECTUAL PROPERTY RIGHTS (IPR) — BACKGROUND AND RESULTS — ACCESS RIGHTS AND RIGHTS OF USE

16.1 Background and access rights to background

The beneficiaries must give each other and the other participants access to the background identified as needed for implementing the action, subject to any specific rules in Annex 5.

‘Background’ means any data, know-how or information — whatever its form or nature (tangible or intangible), including any rights such as intellectual property rights — that is:

- (a) held by the beneficiaries before they acceded to the Agreement and
- (b) needed to implement the action or exploit the results.

If background is subject to rights of a third party, the beneficiary concerned must ensure that it is able to comply with its obligations under the Agreement.

16.2 Ownership of results

The granting authority does not obtain ownership of the results produced under the action.

‘Results’ means any tangible or intangible effect of the action, such as data, know-how or information, whatever its form or nature, whether or not it can be protected, as well as any rights attached to it, including intellectual property rights.

16.3 Rights of use of the granting authority on materials, documents and information received for policy, information, communication, dissemination and publicity purposes

The granting authority has the right to use non-sensitive information relating to the action and materials and documents received from the beneficiaries (notably summaries for publication, deliverables, as well as any other material, such as pictures or audio-visual material, in paper or electronic form) for policy, information, communication, dissemination and publicity purposes — during the action or afterwards.

The right to use the beneficiaries’ materials, documents and information is granted in the form of a royalty-free, non-exclusive and irrevocable licence, which includes the following rights:

- (a) **use for its own purposes** (in particular, making them available to persons working for the granting authority or any other EU service (including institutions, bodies, offices, agencies, etc.) or EU Member State institution or body; copying or reproducing them in whole or in part, in unlimited numbers; and communication through press information services)
- (b) **distribution to the public** (in particular, publication as hard copies and in electronic or digital format, publication on the internet, as a downloadable or non-downloadable file, broadcasting

by any channel, public display or presentation, communicating through press information services, or inclusion in widely accessible databases or indexes)

- (c) **editing or redrafting** (including shortening, summarising, inserting other elements (e.g. meta-data, legends, other graphic, visual, audio or text elements), extracting parts (e.g. audio or video files), dividing into parts, use in a compilation)
- (d) **translation**
- (e) **storage** in paper, electronic or other form
- (f) **archiving**, in line with applicable document-management rules
- (g) the right to authorise **third parties** to act on its behalf or sub-license to third parties the modes of use set out in Points (b), (c), (d) and (f), if needed for the information, communication and publicity activity of the granting authority
- (h) **processing**, analysing, aggregating the materials, documents and information received and **producing derivative works**.

The rights of use are granted for the whole duration of the industrial or intellectual property rights concerned.

If materials or documents are subject to moral rights or third party rights (including intellectual property rights or rights of natural persons on their image and voice), the beneficiaries must ensure that they comply with their obligations under this Agreement (in particular, by obtaining the necessary licences and authorisations from the rights holders concerned).

Where applicable, the granting authority will insert the following information:

“© – [year] – [name of the copyright owner]. All rights reserved. Licensed to the [name of granting authority] under conditions.”

16.4 Specific rules on IPR, results and background

Specific rules regarding intellectual property rights, results and background (if any) are set out in Annex 5.

16.5 Consequences of non-compliance

If a beneficiary breaches any of its obligations under this Article, the grant may be reduced (see Article 28).

Such a breach may also lead to other measures described in Chapter 5.

ARTICLE 17 — COMMUNICATION, DISSEMINATION AND VISIBILITY

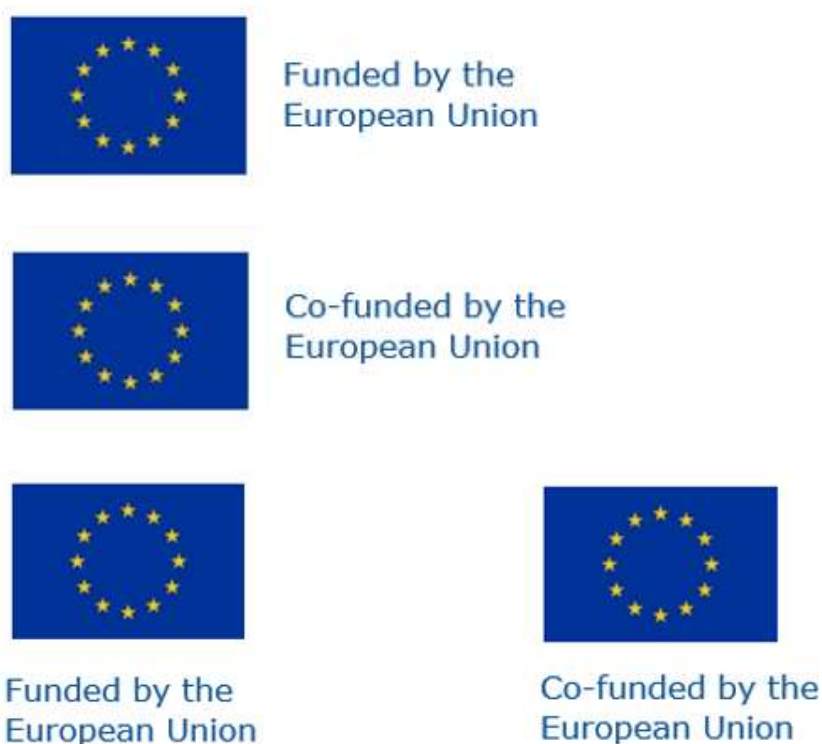
17.1 Communication — Dissemination — Promoting the action

Unless otherwise agreed with the granting authority, the beneficiaries must promote the action and its results by providing targeted information to multiple audiences (including the media and the public), in accordance with Annex 1 and in a strategic, coherent and effective manner.

Before engaging in a communication or dissemination activity expected to have a major media impact, the beneficiaries must inform the granting authority.

17.2 Visibility — European flag and funding statement

Unless otherwise agreed with the granting authority, communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate):



The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text.

Apart from the emblem, no other visual identity or logo may be used to highlight the EU support.

When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos.

For the purposes of their obligations under this Article, the beneficiaries may use the emblem without first obtaining approval from the granting authority. This does not, however, give them the right to exclusive use. Moreover, they may not appropriate the emblem or any similar trademark or logo, either by registration or by any other means.

17.3 Quality of information — Disclaimer

Any communication or dissemination activity related to the action must use factually accurate information.

Moreover, it must indicate the following disclaimer (translated into local languages where 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.”

17.4 Specific communication, dissemination and visibility rules

Specific communication, dissemination and visibility rules (if any) are set out in Annex 5.

17.5 Consequences of non-compliance

If a beneficiary breaches any of its obligations under this Article, the grant may be reduced (see Article 28).

Such breaches may also lead to other measures described in Chapter 5.

ARTICLE 18 — SPECIFIC RULES FOR CARRYING OUT THE ACTION

18.1 Specific rules for carrying out the action

Specific rules for implementing the action (if any) are set out in Annex 5.

18.2 Consequences of non-compliance

If a beneficiary breaches any of its obligations under this Article, the grant may be reduced (see Article 28).

Such a breach may also lead to other measures described in Chapter 5.

SECTION 3 GRANT ADMINISTRATION

ARTICLE 19 — GENERAL INFORMATION OBLIGATIONS

19.1 Information requests

The beneficiaries must provide — during the action or afterwards and in accordance with Article 7 — any information requested in order to verify eligibility of the costs or contributions declared, proper implementation of the action and compliance with the other obligations under the Agreement.

The information provided must be accurate, precise and complete and in the format requested, including electronic format.

19.2 Participant Register data updates

The beneficiaries must keep — at all times, during the action or afterwards — their information stored in the Portal Participant Register up to date, in particular, their name, address, legal representatives, legal form and organisation type.

19.3 Information about events and circumstances which impact the action

The beneficiaries must immediately inform the granting authority (and the other beneficiaries) of any of the following:

- (a) **events** which are likely to affect or delay the implementation of the action or affect the EU's financial interests, in particular:
 - (i) changes in their legal, financial, technical, organisational or ownership situation (including changes linked to one of the exclusion grounds listed in the declaration of honour signed before grant signature)
 - (ii) linked action information: not applicable
- (b) **circumstances** affecting:
 - (i) the decision to award the grant or
 - (ii) compliance with requirements under the Agreement.

19.4 Consequences of non-compliance

If a beneficiary breaches any of its obligations under this Article, the grant may be reduced (see Article 28).

Such breaches may also lead to other measures described in Chapter 5.

ARTICLE 20 — RECORD-KEEPING

20.1 Keeping records and supporting documents

The beneficiaries must — at least until the time-limit set out in the Data Sheet (see Point 6) — keep records and other supporting documents to prove the proper implementation of the action in line with the accepted standards in the respective field (if any).

In addition, the beneficiaries must — for the same period — keep the following to justify the amounts declared:

- (a) for actual costs: adequate records and supporting documents to prove the costs declared (such as contracts, subcontracts, invoices and accounting records); in addition, the beneficiaries' usual accounting and internal control procedures must enable direct reconciliation between the amounts declared, the amounts recorded in their accounts and the amounts stated in the supporting documents
- (b) for flat-rate costs and contributions (if any): adequate records and supporting documents to prove the eligibility of the costs or contributions to which the flat-rate is applied
- (c) for the following simplified costs and contributions: the beneficiaries do not need to keep specific records on the actual costs incurred, but must keep:
 - (i) for unit costs and contributions (if any): adequate records and supporting documents to prove the number of units declared

- (ii) for lump sum costs and contributions (if any): adequate records and supporting documents to prove proper implementation of the work as described in Annex 1
 - (iii) for financing not linked to costs (if any): adequate records and supporting documents to prove the achievement of the results or the fulfilment of the conditions as described in Annex 1
- (d) for unit, flat-rate and lump sum costs and contributions according to usual cost accounting practices (if any): the beneficiaries must keep any adequate records and supporting documents to prove that their cost accounting practices have been applied in a consistent manner, based on objective criteria, regardless of the source of funding, and that they comply with the eligibility conditions set out in Articles 6.1 and 6.2.

Moreover, the following is needed for specific budget categories:

- (e) for personnel costs: time worked for the beneficiary under the action must be supported by declarations signed monthly by the person and their supervisor, unless another reliable time-record system is in place; the granting authority may accept alternative evidence supporting the time worked for the action declared, if it considers that it offers an adequate level of assurance
- (f) additional record-keeping rules: not applicable

The records and supporting documents must be made available upon request (see Article 19) or in the context of checks, reviews, audits or investigations (see Article 25).

If there are on-going checks, reviews, audits, investigations, litigation or other pursuits of claims under the Agreement (including the extension of findings; see Article 25), the beneficiaries must keep these records and other supporting documentation until the end of these procedures.

The beneficiaries must keep the original documents. Digital and digitalised documents are considered originals if they are authorised by the applicable national law. The granting authority may accept non-original documents if they offer a comparable level of assurance.

20.2 Consequences of non-compliance

If a beneficiary breaches any of its obligations under this Article, costs or contributions insufficiently substantiated will be ineligible (see Article 6) and will be rejected (see Article 27), and the grant may be reduced (see Article 28).

Such breaches may also lead to other measures described in Chapter 5.

ARTICLE 21 — REPORTING

21.1 Continuous reporting

The beneficiaries must continuously report on the progress of the action (e.g. **deliverables, milestones, outputs/outcomes, critical risks, indicators**, etc; if any), in the Portal Continuous Reporting tool and in accordance with the timing and conditions it sets out (as agreed with the granting authority).

Standardised deliverables (e.g. progress reports not linked to payments, reports on cumulative expenditure, special reports, etc; if any) must be submitted using the templates published on the Portal.

21.2 Periodic reporting: Technical reports and financial statements

In addition, the beneficiaries must provide reports to request payments, in accordance with the schedule and modalities set out in the Data Sheet (see Point 4.2):

- for additional prefinancings (if any): an **additional prefinancing report**
- for interim payments (if any) and the final payment: a **periodic report**.

The prefinancing and periodic reports include a technical and financial part.

The technical part includes an overview of the action implementation. It must be prepared using the template available in the Portal Periodic Reporting tool.

The financial part of the additional prefinancing report includes a statement on the use of the previous prefinancing payment.

The financial part of the periodic report includes:

- the financial statements (individual and consolidated; for all beneficiaries/affiliated entities)
- the explanation on the use of resources (or detailed cost reporting table, if required)
- the certificates on the financial statements (CFS) (if required; see Article 24.2 and Data Sheet, Point 4.3).

The **financial statements** must detail the eligible costs and contributions for each budget category and, for the final payment, also the revenues for the action (see Articles 6 and 22).

All eligible costs and contributions incurred should be declared, even if they exceed the amounts indicated in the estimated budget (see Annex 2). Amounts that are not declared in the individual financial statements will not be taken into account by the granting authority.

By signing the financial statements (directly in the Portal Periodic Reporting tool), the beneficiaries confirm that:

- the information provided is complete, reliable and true
- the costs and contributions declared are eligible (see Article 6)
- the costs and contributions can be substantiated by adequate records and supporting documents (see Article 20) that will be produced upon request (see Article 19) or in the context of checks, reviews, audits and investigations (see Article 25)
- for the final periodic report: all the revenues have been declared (if required; see Article 22).

Beneficiaries will have to submit also the financial statements of their affiliated entities (if any). In case of recoveries (see Article 22), beneficiaries will be held responsible also for the financial statements of their affiliated entities.

21.3 Currency for financial statements and conversion into euros

The financial statements must be drafted in euro.

Beneficiaries with general accounts established in a currency other than the euro must convert the costs recorded in their accounts into euro, at the average of the daily exchange rates published in the C series of the *Official Journal of the European Union* (ECB website), calculated over the corresponding reporting period.

If no daily euro exchange rate is published in the *Official Journal* for the currency in question, they must be converted at the average of the monthly accounting exchange rates published on the European Commission website (InforEuro), calculated over the corresponding reporting period.

Beneficiaries with general accounts in euro must convert costs incurred in another currency into euro according to their usual accounting practices.

21.4 Reporting language

The reporting must be in the language of the Agreement, unless otherwise agreed with the granting authority (see Data Sheet, Point 4.2).

21.5 Consequences of non-compliance

If a report submitted does not comply with this Article, the granting authority may suspend the payment deadline (see Article 29) and apply other measures described in Chapter 5.

If the coordinator breaches its reporting obligations, the granting authority may terminate the grant or the coordinator's participation (see Article 32) or apply other measures described in Chapter 5.

ARTICLE 22 — PAYMENTS AND RECOVERIES — CALCULATION OF AMOUNTS DUE

22.1 Payments and payment arrangements

Payments will be made in accordance with the schedule and modalities set out in the Data Sheet (see Point 4.2).

They will be made in euro to the bank account indicated by the coordinator (see Data Sheet, Point 4.2) and must be distributed without unjustified delay (restrictions may apply to distribution of the initial prefinancing payment; see Data Sheet, Point 4.2).

Payments to this bank account will discharge the granting authority from its payment obligation.

The cost of payment transfers will be borne as follows:

- the granting authority bears the cost of transfers charged by its bank
- the beneficiary bears the cost of transfers charged by its bank
- the party causing a repetition of a transfer bears all costs of the repeated transfer.

Payments by the granting authority will be considered to have been carried out on the date when they are debited to its account.

22.2 Recoveries

Recoveries will be made, if — at beneficiary termination, final payment or afterwards — it turns out that the granting authority has paid too much and needs to recover the amounts undue.

The general liability regime for recoveries (first-line liability) is as follows: At final payment, the coordinator will be fully liable for recoveries, even if it has not been the final recipient of the undue amounts. At beneficiary termination or after final payment, recoveries will be made directly against the beneficiaries concerned.

Beneficiaries will be fully liable for repaying the debts of their affiliated entities.

In case of enforced recoveries (see Article 22.4):

- the beneficiaries will be jointly and severally liable for repaying debts of another beneficiary under the Agreement (including late-payment interest), if required by the granting authority (see Data Sheet, Point 4.4)
- affiliated entities will be held liable for repaying debts of their beneficiaries under the Agreement (including late-payment interest), if required by the granting authority (see Data Sheet, Point 4.4).

22.3 Amounts due

22.3.1 Prefinancing payments

The aim of the prefinancing is to provide the beneficiaries with a float.

It remains the property of the EU until the final payment.

For **initial prefinancings** (if any), the amount due, schedule and modalities are set out in the Data Sheet (see Point 4.2).

For **additional prefinancings** (if any), the amount due, schedule and modalities are also set out in the Data Sheet (see Point 4.2). However, if the statement on the use of the previous prefinancing payment shows that less than 70% was used, the amount set out in the Data Sheet will be reduced by the difference between the 70% threshold and the amount used.

Prefinancing payments (or parts of them) may be offset (without the beneficiaries' consent) against amounts owed by a beneficiary to the granting authority — up to the amount due to that beneficiary.

For grants where the granting authority is the European Commission or an EU executive agency, offsetting may also be done against amounts owed to other Commission services or executive agencies.

Payments will not be made if the payment deadline or payments are suspended (see Articles 29 and 30).

22.3.2 Amount due at beneficiary termination — Recovery

In case of beneficiary termination, the granting authority will determine the provisional amount due for the beneficiary concerned. Payments (if any) will be made with the next interim or final payment.

The **amount due** will be calculated in the following step:

Step 1 — Calculation of the total accepted EU contribution

Step 1 — Calculation of the total accepted EU contribution

The granting authority will first calculate the ‘accepted EU contribution’ for the beneficiary for all reporting periods, by calculating the ‘maximum EU contribution to costs’ (applying the funding rate to the accepted costs of the beneficiary), taking into account requests for a lower contribution to costs and CFS threshold cappings (if any; see Article 24.5) and adding the contributions (accepted unit, flat-rate or lump sum contributions and financing not linked to costs, if any).

After that, the granting authority will take into account grant reductions (if any). The resulting amount is the ‘total accepted EU contribution’ for the beneficiary.

The **balance** is then calculated by deducting the payments received (if any; see report on the distribution of payments in Article 32), from the total accepted EU contribution:

$$\left\{ \begin{array}{l} \text{total accepted EU contribution for the beneficiary} \\ \text{minus} \\ \text{prefinancing and interim payments received (if any)} \end{array} \right\}.$$

If the balance is **positive**, the amount will be included in the next interim or final payment to the consortium.

If the balance is **negative**, it will be **recovered** in accordance with the following procedure:

The granting authority will send a **pre-information letter** to the beneficiary concerned:

- formally notifying the intention to recover, the amount due, the amount to be recovered and the reasons why and
- requesting observations within 30 days of receiving notification.

If no observations are submitted (or the granting authority decides to pursue recovery despite the observations it has received), it will confirm the amount to be recovered and ask this amount to be paid to the coordinator (**confirmation letter**).

The amounts will later on also be taken into account for the next interim or final payment.

22.3.3 Interim payments

Interim payments reimburse the eligible costs and contributions claimed for the implementation of the action during the reporting periods (if any).

Interim payments (if any) will be made in accordance with the schedule and modalities set out the Data Sheet (see Point 4.2).

Payment is subject to the approval of the periodic report. Its approval does not imply recognition of compliance, authenticity, completeness or correctness of its content.

The **interim payment** will be calculated by the granting authority in the following steps:

Step 1 — Calculation of the total accepted EU contribution

Step 2 — Limit to the interim payment ceiling

Step 1 — Calculation of the total accepted EU contribution

The granting authority will calculate the ‘accepted EU contribution’ for the action for the reporting period, by first calculating the ‘maximum EU contribution to costs’ (applying the funding rate to the accepted costs of each beneficiary), taking into account requests for a lower contribution to costs, and CFS threshold cappings (if any; see Article 24.5) and adding the contributions (accepted unit, flat-rate or lump sum contributions and financing not linked to costs, if any).

After that, the granting authority will take into account grant reductions from beneficiary termination (if any). The resulting amount is the ‘total accepted EU contribution’.

Step 2 — Limit to the interim payment ceiling

The resulting amount is then capped to ensure that the total amount of prefinancing and interim payments (if any) does not exceed the interim payment ceiling set out in the Data Sheet (see Point 4.2).

Interim payments (or parts of them) may be offset (without the beneficiaries’ consent) against amounts owed by a beneficiary to the granting authority — up to the amount due to that beneficiary.

For grants where the granting authority is the European Commission or an EU executive agency, offsetting may also be done against amounts owed to other Commission services or executive agencies.

Payments will not be made if the payment deadline or payments are suspended (see Articles 29 and 30).

22.3.4 Final payment — Final grant amount — Revenues and Profit — Recovery

The final payment (payment of the balance) reimburses the remaining part of the eligible costs and contributions claimed for the implementation of the action (if any).

The final payment will be made in accordance with the schedule and modalities set out in the Data Sheet (see Point 4.2).

Payment is subject to the approval of the final periodic report. Its approval does not imply recognition of compliance, authenticity, completeness or correctness of its content.

The **final grant amount for the action** will be calculated in the following steps:

Step 1 — Calculation of the total accepted EU contribution

Step 2 — Limit to the maximum grant amount

Step 3 — Reduction due to the no-profit rule

Step 1 — Calculation of the total accepted EU contribution

The granting authority will first calculate the ‘accepted EU contribution’ for the action for all reporting periods, by calculating the ‘maximum EU contribution to costs’ (applying the funding rate to the total accepted costs of each beneficiary), taking into account requests for a lower contribution to costs, CFS threshold cappings (if any; see Article 24.5) and adding the contributions (accepted unit, flat-rate or lump sum contributions and financing not linked to costs, if any).

After that, the granting authority will take into account grant reductions (if any). The resulting amount is the ‘total accepted EU contribution’.

Step 2 — Limit to the maximum grant amount

If the resulting amount is higher than the maximum grant amount set out in Article 5.2, it will be limited to the latter.

Step 3 — Reduction due to the no-profit rule

If the no-profit rule is provided for in the Data Sheet (see Point 4.2), the grant must not produce a profit (i.e. surplus of the amount obtained following Step 2 plus the action’s revenues, over the eligible costs and contributions approved by the granting authority).

‘Revenue’ is all income generated by the action, during its duration (see Article 4), for beneficiaries that are profit legal entities.

If there is a profit, it will be deducted in proportion to the final rate of reimbursement of the eligible costs approved by the granting authority (as compared to the amount calculated following Steps 1 and 2 minus the contributions).

The **balance** (final payment) is then calculated by deducting the total amount of prefinancing and interim payments already made (if any), from the final grant amount:

$$\begin{aligned} & \{\text{final grant amount} \\ & \text{minus} \\ & \{\text{prefinancing and interim payments made (if any)}\} \}. \end{aligned}$$

If the balance is **positive**, it will be **paid** to the coordinator.

The final payment (or part of it) may be offset (without the beneficiaries’ consent) against amounts owed by a beneficiary to the granting authority — up to the amount due to that beneficiary.

For grants where the granting authority is the European Commission or an EU executive agency, offsetting may also be done against amounts owed to other Commission services or executive agencies.

Payments will not be made if the payment deadline or payments are suspended (see Articles 29 and 30).

If the balance is **negative**, it will be **recovered** in accordance with the following procedure:

The granting authority will send a **pre-information letter** to the coordinator:

- formally notifying the intention to recover, the final grant amount, the amount to be recovered and the reasons why
- requesting observations within 30 days of receiving notification.

If no observations are submitted (or the granting authority decides to pursue recovery despite the observations it has received), it will confirm the amount to be recovered (**confirmation letter**), together with a **debit note** with the terms and date for payment.

If payment is not made by the date specified in the debit note, the granting authority will **enforce recovery** in accordance with Article 22.4.

22.3.5 Audit implementation after final payment — Revised final grant amount — Recovery

If — after the final payment (in particular, after checks, reviews, audits or investigations; see Article 25) — the granting authority rejects costs or contributions (see Article 27) or reduces the grant (see Article 28), it will calculate the **revised final grant amount** for the beneficiary concerned.

The **beneficiary revised final grant amount** will be calculated in the following step:

Step 1 — Calculation of the revised total accepted EU contribution

Step 1 — Calculation of the revised total accepted EU contribution

The granting authority will first calculate the ‘revised accepted EU contribution’ for the beneficiary, by calculating the ‘revised accepted costs’ and ‘revised accepted contributions’.

After that, it will take into account grant reductions (if any). The resulting ‘revised total accepted EU contribution’ is the beneficiary revised final grant amount.

If the revised final grant amount is lower than the beneficiary’s final grant amount (i.e. its share in the final grant amount for the action), it will be **recovered** in accordance with the following procedure:

The **beneficiary final grant amount** (i.e. share in the final grant amount for the action) is calculated as follows:

$$\left\{ \begin{array}{l} \text{total accepted EU contribution for the beneficiary} \\ \text{divided by} \\ \text{total accepted EU contribution for the action} \end{array} \right\} \times \left\{ \begin{array}{l} \text{multiplied by} \\ \text{final grant amount for the action} \end{array} \right\}.$$

The granting authority will send a **pre-information letter** to the beneficiary concerned:

- formally notifying the intention to recover, the amount to be recovered and the reasons why and
- requesting observations within 30 days of receiving notification.

If no observations are submitted (or the granting authority decides to pursue recovery despite the observations it has received), it will confirm the amount to be recovered (**confirmation letter**), together with a **debit note** with the terms and the date for payment.

Recoveries against affiliated entities (if any) will be handled through their beneficiaries.

If payment is not made by the date specified in the debit note, the granting authority will **enforce recovery** in accordance with Article 22.4.

22.4 Enforced recovery

If payment is not made by the date specified in the debit note, the amount due will be recovered:

- (a) by offsetting the amount — without the coordinator or beneficiary's consent — against any amounts owed to the coordinator or beneficiary by the granting authority.

In exceptional circumstances, to safeguard the EU financial interests, the amount may be offset before the payment date specified in the debit note.

For grants where the granting authority is the European Commission or an EU executive agency, debts may also be offset against amounts owed by other Commission services or executive agencies.

- (b) by drawing on the financial guarantee(s) (if any)
- (c) by holding other beneficiaries jointly and severally liable (if any; see Data Sheet, Point 4.4)
- (d) by holding affiliated entities jointly and severally liable (if any, see Data Sheet, Point 4.4)
- (e) by taking legal action (see Article 43) or, provided that the granting authority is the European Commission or an EU executive agency, by adopting an enforceable decision under Article 299 of the Treaty on the Functioning of the EU (TFEU) and Article 100(2) of EU Financial Regulation 2018/1046.

The amount to be recovered will be increased by **late-payment interest** at the rate set out in Article 22.5, from the day following the payment date in the debit note, up to and including the date the full payment is received.

Partial payments will be first credited against expenses, charges and late-payment interest and then against the principal.

Bank charges incurred in the recovery process will be borne by the beneficiary, unless Directive 2015/2366¹⁷ applies.

For grants where the granting authority is an EU executive agency, enforced recovery by offsetting or enforceable decision will be done by the services of the European Commission (see also Article 43).

22.5 Consequences of non-compliance

22.5.1 If the granting authority does not pay within the payment deadlines (see above), the beneficiaries are entitled to **late-payment interest** at the rate applied by the European Central Bank (ECB) for its main refinancing operations in euros ('reference rate'), plus the rate specified in the

¹⁷ Directive (EU) 2015/2366 of the European Parliament and of the Council of 25 November 2015 on payment services in the internal market, amending Directives 2002/65/EC, 2009/110/EC and 2013/36/EU and Regulation (EU) No 1093/2010, and repealing Directive 2007/64/EC (OJ L 337, 23.12.2015, p. 35).

Data Sheet (Point 4.2). The reference rate is the rate in force on the first day of the month in which the payment deadline expires, as published in the C series of the *Official Journal of the European Union*.

If the late-payment interest is lower than or equal to EUR 200, it will be paid to the coordinator only on request submitted within two months of receiving the late payment.

Late-payment interest is not due if all beneficiaries are EU Member States (including regional and local government authorities or other public bodies acting on behalf of a Member State for the purpose of this Agreement).

If payments or the payment deadline are suspended (see Articles 29 and 30), payment will not be considered as late.

Late-payment interest covers the period running from the day following the due date for payment (see above), up to and including the date of payment.

Late-payment interest is not considered for the purposes of calculating the final grant amount.

22.5.2 If the coordinator breaches any of its obligations under this Article, the grant may be reduced (see Article 29) and the grant or the coordinator may be terminated (see Article 32).

Such breaches may also lead to other measures described in Chapter 5.

ARTICLE 23 — GUARANTEES

23.1 Prefinancing guarantee

If required by the granting authority (see Data Sheet, Point 4.2), the beneficiaries must provide (one or more) prefinancing guarantee(s) in accordance with the timing and the amounts set out in the Data Sheet.

The coordinator must submit them to the granting authority in due time before the prefinancing they are linked to.

The guarantees must be drawn up using the template published on the Portal and fulfil the following conditions:

- (a) be provided by a bank or approved financial institution established in the EU or — if requested by the coordinator and accepted by the granting authority — by a third party or a bank or financial institution established outside the EU offering equivalent security
- (b) the guarantor stands as first-call guarantor and does not require the granting authority to first have recourse against the principal debtor (i.e. the beneficiary concerned) and
- (c) remain explicitly in force until the final payment and, if the final payment takes the form of a recovery, until five months after the debit note is notified to a beneficiary.

They will be released within the following month.

23.2 Consequences of non-compliance

If the beneficiaries breach their obligation to provide the prefinancing guarantee, the prefinancing will not be paid.

Such breaches may also lead to other measures described in Chapter 5.

ARTICLE 24 — CERTIFICATES

24.1 Operational verification report (OVR)

Not applicable

24.2 Certificate on the financial statements (CFS)

If required by the granting authority (see Data Sheet, Point 4.3), the beneficiaries must provide certificates on their financial statements (CFS), in accordance with the schedule, threshold and conditions set out in the Data Sheet.

The coordinator must submit them as part of the periodic report (see Article 21).

The certificates must be drawn up using the template published on the Portal, cover the costs declared on the basis of actual costs and costs according to usual cost accounting practices (if any), and fulfil the following conditions:

- (a) be provided by a qualified approved external auditor which is independent and complies with Directive 2006/43/EC (or for public bodies: by a competent independent public officer)
- (b) the verification must be carried out according to the highest professional standards to ensure that the financial statements comply with the provisions under the Agreement and that the costs declared are eligible.

The certificates will not affect the granting authority's right to carry out its own checks, reviews or audits, nor preclude the European Court of Auditors (ECA), the European Public Prosecutor's Office (EPPO) or the European Anti-Fraud Office (OLAF) from using their prerogatives for audits and investigations under the Agreement (see Article 25).

If the costs (or a part of them) were already audited by the granting authority, these costs do not need to be covered by the certificate and will not be counted for calculating the threshold (if any).

24.3 Certificate on the compliance of usual cost accounting practices (CoMUC)

Not applicable

24.4 Systems and process audit (SPA)

Not applicable

24.5 Consequences of non-compliance

If a beneficiary does not submit a certificate on the financial statements (CFS) or the certificate is rejected, the accepted EU contribution to costs will be capped to reflect the CFS threshold.

If a beneficiary breaches any of its other obligations under this Article, the granting authority may apply the measures described in Chapter 5.

ARTICLE 25 — CHECKS, REVIEWS, AUDITS AND INVESTIGATIONS — EXTENSION OF FINDINGS

25.1 Granting authority checks, reviews and audits

25.1.1 Internal checks

The granting authority may — during the action or afterwards — check the proper implementation of the action and compliance with the obligations under the Agreement, including assessing costs and contributions, deliverables and reports.

25.1.2 Project reviews

The granting authority may carry out reviews on the proper implementation of the action and compliance with the obligations under the Agreement (general project reviews or specific issues reviews).

Such project reviews may be started during the implementation of the action and until the time-limit set out in the Data Sheet (see Point 6). They will be formally notified to the coordinator or beneficiary concerned and will be considered to start on the date of the notification.

If needed, the granting authority may be assisted by independent, outside experts. If it uses outside experts, the coordinator or beneficiary concerned will be informed and have the right to object on grounds of commercial confidentiality or conflict of interest.

The coordinator or beneficiary concerned must cooperate diligently and provide — within the deadline requested — any information and data in addition to deliverables and reports already submitted (including information on the use of resources). The granting authority may request beneficiaries to provide such information to it directly. Sensitive information and documents will be treated in accordance with Article 13.

The coordinator or beneficiary concerned may be requested to participate in meetings, including with the outside experts.

For **on-the-spot visits**, the beneficiary concerned must allow access to sites and premises (including to the outside experts) and must ensure that information requested is readily available.

Information provided must be accurate, precise and complete and in the format requested, including electronic format.

On the basis of the review findings, a **project review report** will be drawn up.

The granting authority will formally notify the project review report to the coordinator or beneficiary concerned, which has 30 days from receiving notification to make observations.

Project reviews (including project review reports) will be in the language of the Agreement.

25.1.3 Audits

The granting authority may carry out audits on the proper implementation of the action and compliance with the obligations under the Agreement.

Such audits may be started during the implementation of the action and until the time-limit set out in the Data Sheet (see Point 6). They will be formally notified to the beneficiary concerned and will be considered to start on the date of the notification.

The granting authority may use its own audit service, delegate audits to a centralised service or use external audit firms. If it uses an external firm, the beneficiary concerned will be informed and have the right to object on grounds of commercial confidentiality or conflict of interest.

The beneficiary concerned must cooperate diligently and provide — within the deadline requested — any information (including complete accounts, individual salary statements or other personal data) to verify compliance with the Agreement. Sensitive information and documents will be treated in accordance with Article 13.

For **on-the-spot** visits, the beneficiary concerned must allow access to sites and premises (including for the external audit firm) and must ensure that information requested is readily available.

Information provided must be accurate, precise and complete and in the format requested, including electronic format.

On the basis of the audit findings, a **draft audit report** will be drawn up.

The auditors will formally notify the draft audit report to the beneficiary concerned, which has 30 days from receiving notification to make observations (contradictory audit procedure).

The **final audit report** will take into account observations by the beneficiary concerned and will be formally notified to them.

Audits (including audit reports) will be in the language of the Agreement.

25.2 European Commission checks, reviews and audits in grants of other granting authorities

Where the granting authority is not the European Commission, the latter has the same rights of checks, reviews and audits as the granting authority.

25.3 Access to records for assessing simplified forms of funding

The beneficiaries must give the European Commission access to their statutory records for the periodic assessment of simplified forms of funding which are used in EU programmes.

25.4 OLAF, EPPO and ECA audits and investigations

The following bodies may also carry out checks, reviews, audits and investigations — during the action or afterwards:

- the European Anti-Fraud Office (OLAF) under Regulations No 883/2013¹⁸ and No 2185/96¹⁹

¹⁸ Regulation (EU, Euratom) No 883/2013 of the European Parliament and of the Council of 11 September 2013 concerning investigations conducted by the European Anti-Fraud Office (OLAF) and repealing Regulation (EC)

- the European Public Prosecutor's Office (EPPO) under Regulation 2017/1939
- the European Court of Auditors (ECA) under Article 287 of the Treaty on the Functioning of the EU (TFEU) and Article 257 of EU Financial Regulation 2018/1046.

If requested by these bodies, the beneficiary concerned must provide full, accurate and complete information in the format requested (including complete accounts, individual salary statements or other personal data, including in electronic format) and allow access to sites and premises for on-the-spot visits or inspections — as provided for under these Regulations.

To this end, the beneficiary concerned must keep all relevant information relating to the action, at least until the time-limit set out in the Data Sheet (Point 6) and, in any case, until any ongoing checks, reviews, audits, investigations, litigation or other pursuits of claims have been concluded.

25.5 Consequences of checks, reviews, audits and investigations — Extension of results of reviews, audits or investigations

25.5.1 Consequences of checks, reviews, audits and investigations in this grant

Findings in checks, reviews, audits or investigations carried out in the context of this grant may lead to rejections (see Article 27), grant reduction (see Article 28) or other measures described in Chapter 5.

Rejections or grant reductions after the final payment will lead to a revised final grant amount (see Article 22).

Findings in checks, reviews, audits or investigations during the action implementation may lead to a request for amendment (see Article 39), to change the description of the action set out in Annex 1.

Checks, reviews, audits or investigations that find systemic or recurrent errors, irregularities, fraud or breach of obligations in any EU grant may also lead to consequences in other EU grants awarded under similar conditions ('extension to other grants').

Moreover, findings arising from an OLAF or EPPO investigation may lead to criminal prosecution under national law.

25.5.2 Extension from other grants

Results of checks, reviews, audits or investigations in other grants may be extended to this grant, if:

- (a) the beneficiary concerned is found, in other EU grants awarded under similar conditions, to have committed systemic or recurrent errors, irregularities, fraud or breach of obligations that have a material impact on this grant and
- (b) those findings are formally notified to the beneficiary concerned — together with the list of grants affected by the findings — within the time-limit for audits set out in the Data Sheet (see Point 6).

No 1073/1999 of the European Parliament and of the Council and Council Regulation (Euratom) No 1074/1999 (OJ L 248, 18/09/2013, p. 1).

¹⁹ Council Regulation (Euratom, EC) No 2185/1996 of 11 November 1996 concerning on-the-spot checks and inspections carried out by the Commission in order to protect the European Communities' financial interests against fraud and other irregularities (OJ L 292, 15/11/1996, p. 2).

The granting authority will formally notify the beneficiary concerned of the intention to extend the findings and the list of grants affected.

If the extension concerns **rejections of costs or contributions**: the notification will include:

- (a) an invitation to submit observations on the list of grants affected by the findings
- (b) the request to submit revised financial statements for all grants affected
- (c) the correction rate for extrapolation, established on the basis of the systemic or recurrent errors, to calculate the amounts to be rejected, if the beneficiary concerned:
 - (i) considers that the submission of revised financial statements is not possible or practicable or
 - (ii) does not submit revised financial statements.

If the extension concerns **grant reductions**: the notification will include:

- (a) an invitation to submit observations on the list of grants affected by the findings and
- (b) the **correction rate for extrapolation**, established on the basis of the systemic or recurrent errors and the principle of proportionality.

The beneficiary concerned has **60 days** from receiving notification to submit observations, revised financial statements or to propose a duly substantiated **alternative correction method/rate**.

On the basis of this, the granting authority will analyse the impact and decide on the implementation (i.e. start rejection or grant reduction procedures, either on the basis of the revised financial statements or the announced/alternative method/rate or a mix of those; see Articles 27 and 28).

25.6 Consequences of non-compliance

If a beneficiary breaches any of its obligations under this Article, costs or contributions insufficiently substantiated will be ineligible (see Article 6) and will be rejected (see Article 27), and the grant may be reduced (see Article 28).

Such breaches may also lead to other measures described in Chapter 5.

ARTICLE 26 — IMPACT EVALUATIONS

26.1 Impact evaluation

The granting authority may carry out impact evaluations of the action, measured against the objectives and indicators of the EU programme funding the grant.

Such evaluations may be started during implementation of the action and until the time-limit set out in the Data Sheet (see Point 6). They will be formally notified to the coordinator or beneficiaries and will be considered to start on the date of the notification.

If needed, the granting authority may be assisted by independent outside experts.

The coordinator or beneficiaries must provide any information relevant to evaluate the impact of the action, including information in electronic format.

26.2 Consequences of non-compliance

If a beneficiary breaches any of its obligations under this Article, the granting authority may apply the measures described in Chapter 5.

CHAPTER 5 CONSEQUENCES OF NON-COMPLIANCE

SECTION 1 REJECTIONS AND GRANT REDUCTION

ARTICLE 27 — REJECTION OF COSTS AND CONTRIBUTIONS

27.1 Conditions

The granting authority will — at beneficiary termination, interim payment, final payment or afterwards — reject any costs or contributions which are ineligible (see Article 6), in particular following checks, reviews, audits or investigations (see Article 25).

The rejection may also be based on the extension of findings from other grants to this grant (see Article 25).

Ineligible costs or contributions will be rejected.

27.2 Procedure

If the rejection does not lead to a recovery, the granting authority will formally notify the coordinator or beneficiary concerned of the rejection, the amounts and the reasons why. The coordinator or beneficiary concerned may — within 30 days of receiving notification — submit observations if it disagrees with the rejection (payment review procedure).

If the rejection leads to a recovery, the granting authority will follow the contradictory procedure with pre-information letter set out in Article 22.

27.3 Effects

If the granting authority rejects costs or contributions, it will deduct them from the costs or contributions declared and then calculate the amount due (and, if needed, make a recovery; see Article 22).

ARTICLE 28 — GRANT REDUCTION

28.1 Conditions

The granting authority may — at beneficiary termination, final payment or afterwards — reduce the grant for a beneficiary, if:

- (a) the beneficiary (or a person having powers of representation, decision-making or control, or person essential for the award/implementation of the grant) has committed:
 - (i) substantial errors, irregularities or fraud or
 - (ii) serious breach of obligations under this Agreement or during its award (including improper implementation of the action, non-compliance with the call conditions, submission of false information, failure to provide required information, breach of ethics or security rules (if applicable), etc.), or
- (b) the beneficiary (or a person having powers of representation, decision-making or control, or person essential for the award/implementation of the grant) has committed — in other EU grants awarded to it under similar conditions — systemic or recurrent errors, irregularities, fraud or serious breach of obligations that have a material impact on this grant (see Article 25).

The amount of the reduction will be calculated for each beneficiary concerned and proportionate to the seriousness and the duration of the errors, irregularities or fraud or breach of obligations, by applying an individual reduction rate to their accepted EU contribution.

28.2 Procedure

If the grant reduction does not lead to a recovery, the granting authority will formally notify the coordinator or beneficiary concerned of the reduction, the amount to be reduced and the reasons why. The coordinator or beneficiary concerned may — within 30 days of receiving notification — submit observations if it disagrees with the reduction (payment review procedure).

If the grant reduction leads to a recovery, the granting authority will follow the contradictory procedure with pre-information letter set out in Article 22.

28.3 Effects

If the granting authority reduces the grant, it will deduct the reduction and then calculate the amount due (and, if needed, make a recovery; see Article 22).

SECTION 2 — SUSPENSION AND TERMINATION

ARTICLE 29 — PAYMENT DEADLINE SUSPENSION

29.1 Conditions

The granting authority may — at any moment — suspend the payment deadline if a payment cannot be processed because:

- (a) the required report (see Article 21) has not been submitted or is not complete or additional information is needed
- (b) there are doubts about the amount to be paid (e.g. ongoing audit extension procedure, queries about eligibility, need for a grant reduction, etc.) and additional checks, reviews, audits or investigations are necessary, or
- (c) there are other issues affecting the EU financial interests.

29.2 Procedure

The granting authority will formally notify the coordinator of the suspension and the reasons why.

The suspension will **take effect** the day the notification is sent.

If the conditions for suspending the payment deadline are no longer met, the suspension will be **lifted** — and the remaining time to pay (see Data Sheet, Point 4.2) will resume.

If the suspension exceeds two months, the coordinator may request the granting authority to confirm if the suspension will continue.

If the payment deadline has been suspended due to the non-compliance of the report and the revised report is not submitted (or was submitted but is also rejected), the granting authority may also terminate the grant or the participation of the coordinator (see Article 32).

ARTICLE 30 — PAYMENT SUSPENSION

30.1 Conditions

The granting authority may — at any moment — suspend payments, in whole or in part for one or more beneficiaries, if:

- (a) a beneficiary (or a person having powers of representation, decision-making or control, or person essential for the award/implementation of the grant) has committed or is suspected of having committed:
 - (i) substantial errors, irregularities or fraud or
 - (ii) serious breach of obligations under this Agreement or during its award (including improper implementation of the action, non-compliance with the call conditions, submission of false information, failure to provide required information, breach of ethics or security rules (if applicable), etc.), or
- (b) a beneficiary (or a person having powers of representation, decision-making or control, or person essential for the award/implementation of the grant) has committed — in other EU grants awarded to it under similar conditions — systemic or recurrent errors, irregularities, fraud or serious breach of obligations that have a material impact on this grant.

If payments are suspended for one or more beneficiaries, the granting authority will make partial payment(s) for the part(s) not suspended. If suspension concerns the final payment, the payment (or recovery) of the remaining amount after suspension is lifted will be considered to be the payment that closes the action.

30.2 Procedure

Before suspending payments, the granting authority will send a **pre-information letter** to the beneficiary concerned:

- formally notifying the intention to suspend payments and the reasons why and
- requesting observations within 30 days of receiving notification.

If the granting authority does not receive observations or decides to pursue the procedure despite the observations it has received, it will confirm the suspension (**confirmation letter**). Otherwise, it will formally notify that the procedure is discontinued.

At the end of the suspension procedure, the granting authority will also inform the coordinator.

The suspension will **take effect** the day after the confirmation notification is sent.

If the conditions for resuming payments are met, the suspension will be **lifted**. The granting authority will formally notify the beneficiary concerned (and the coordinator) and set the suspension end date.

During the suspension, no prefinancing will be paid to the beneficiaries concerned. For interim payments, the periodic reports for all reporting periods except the last one (see Article 21) must not contain any financial statements from the beneficiary concerned (or its affiliated entities). The coordinator must include them in the next periodic report after the suspension is lifted or — if suspension is not lifted before the end of the action — in the last periodic report.

ARTICLE 31 — GRANT AGREEMENT SUSPENSION

31.1 Consortium-requested GA suspension

31.1.1 Conditions and procedure

The beneficiaries may request the suspension of the grant or any part of it, if exceptional circumstances — in particular *force majeure* (see Article 35) — make implementation impossible or excessively difficult.

The coordinator must submit a request for **amendment** (see Article 39), with:

- the reasons why
- the date the suspension takes effect; this date may be before the date of the submission of the amendment request and
- the expected date of resumption.

The suspension will **take effect** on the day specified in the amendment.

Once circumstances allow for implementation to resume, the coordinator must immediately request another **amendment** of the Agreement to set the suspension end date, the resumption date (one day after suspension end date), extend the duration and make other changes necessary to adapt the action to the new situation (see Article 39) — unless the grant has been terminated (see Article 32). The suspension will be **lifted** with effect from the suspension end date set out in the amendment. This date may be before the date of the submission of the amendment request.

During the suspension, no prefinancing will be paid. Costs incurred or contributions for activities implemented during grant suspension are not eligible (see Article 6.3).

31.2 EU-initiated GA suspension

31.2.1 Conditions

The granting authority may suspend the grant or any part of it, if:

- (a) a beneficiary (or a person having powers of representation, decision-making or control, or person essential for the award/implementation of the grant) has committed or is suspected of having committed:
 - (i) substantial errors, irregularities or fraud or
 - (ii) serious breach of obligations under this Agreement or during its award (including improper implementation of the action, non-compliance with the call conditions, submission of false information, failure to provide required information, breach of ethics or security rules (if applicable), etc.), or
- (b) a beneficiary (or a person having powers of representation, decision-making or control, or person essential for the award/implementation of the grant) has committed — in other EU grants awarded to it under similar conditions — systemic or recurrent errors, irregularities, fraud or serious breach of obligations that have a material impact on this grant
- (c) other:
 - (i) linked action issues: not applicable
 - (ii) additional GA suspension grounds: not applicable.

31.2.2 Procedure

Before suspending the grant, the granting authority will send a **pre-information letter** to the coordinator:

- formally notifying the intention to suspend the grant and the reasons why and
- requesting observations within 30 days of receiving notification.

If the granting authority does not receive observations or decides to pursue the procedure despite the observations it has received, it will confirm the suspension (**confirmation letter**). Otherwise, it will formally notify that the procedure is discontinued.

The suspension will **take effect** the day after the confirmation notification is sent (or on a later date specified in the notification).

Once the conditions for resuming implementation of the action are met, the granting authority will formally notify the coordinator a **lifting of suspension letter**, in which it will set the suspension end date and invite the coordinator to request an amendment of the Agreement to set the resumption date (one day after suspension end date), extend the duration and make other changes necessary to adapt the action to the new situation (see Article 39) — unless the grant has been terminated (see Article 32). The suspension will be **lifted** with effect from the suspension end date set out in the lifting of suspension letter. This date may be before the date on which the letter is sent.

During the suspension, no prefinancing will be paid. Costs incurred or contributions for activities implemented during suspension are not eligible (see Article 6.3).

The beneficiaries may not claim damages due to suspension by the granting authority (see Article 33).

Grant suspension does not affect the granting authority's right to terminate the grant or a beneficiary (see Article 32) or reduce the grant (see Article 28).

ARTICLE 32 — GRANT AGREEMENT OR BENEFICIARY TERMINATION

32.1 Consortium-requested GA termination

32.1.1 Conditions and procedure

The beneficiaries may request the termination of the grant.

The coordinator must submit a request for **amendment** (see Article 39), with:

- the reasons why
- the date the consortium ends work on the action ('end of work date') and
- the date the termination takes effect ('termination date'); this date must be after the date of the submission of the amendment request.

The termination will **take effect** on the termination date specified in the amendment.

If no reasons are given or if the granting authority considers the reasons do not justify termination, it may consider the grant terminated improperly.

32.1.2 Effects

The coordinator must — within 60 days from when termination takes effect — submit a **periodic report** (for the open reporting period until termination).

The granting authority will calculate the final grant amount and final payment on the basis of the report submitted and taking into account the costs incurred and contributions for activities implemented before the end of work date (see Article 22). Costs relating to contracts due for execution only after the end of work are not eligible.

If the granting authority does not receive the report within the deadline, only costs and contributions which are included in an approved periodic report will be taken into account (no costs/contributions if no periodic report was ever approved).

Improper termination may lead to a grant reduction (see Article 28).

After termination, the beneficiaries' obligations (in particular Articles 13 (confidentiality and security), 16 (IPR), 17 (communication, dissemination and visibility), 21 (reporting), 25 (checks, reviews, audits and investigations), 26 (impact evaluation), 27 (rejections), 28 (grant reduction) and 42 (assignment of claims)) continue to apply.

32.2 Consortium-requested beneficiary termination

32.2.1 Conditions and procedure

The coordinator may request the termination of the participation of one or more beneficiaries, on request of the beneficiary concerned or on behalf of the other beneficiaries.

The coordinator must submit a request for **amendment** (see Article 39), with:

- the reasons why
- the opinion of the beneficiary concerned (or proof that this opinion has been requested in writing)
- the date the beneficiary ends work on the action ('end of work date')
- the date the termination takes effect ('termination date'); this date must be after the date of the submission of the amendment request.

If the termination concerns the coordinator and is done without its agreement, the amendment request must be submitted by another beneficiary (acting on behalf of the consortium).

The termination will **take effect** on the termination date specified in the amendment.

If no information is given or if the granting authority considers that the reasons do not justify termination, it may consider the beneficiary to have been terminated improperly.

32.2.2 Effects

The coordinator must — within 60 days from when termination takes effect — submit:

- (i) a **report on the distribution of payments** to the beneficiary concerned
- (ii) a **termination report** from the beneficiary concerned, for the open reporting period until termination, containing an overview of the progress of the work, the financial statement, the explanation on the use of resources, and, if applicable, the certificate on the financial statement (CFS; see Articles 21 and 24.2 and Data Sheet, Point 4.3)
- (iii) a second **request for amendment** (see Article 39) with other amendments needed (e.g. reallocation of the tasks and the estimated budget of the terminated beneficiary; addition of a new beneficiary to replace the terminated beneficiary; change of coordinator, etc.).

The granting authority will calculate the amount due to the beneficiary on the basis of the report submitted and taking into account the costs incurred and contributions for activities implemented before the end of work date (see Article 22). Costs relating to contracts due for execution only after the end of work are not eligible.

The information in the termination report must also be included in the periodic report for the next reporting period (see Article 21).

If the granting authority does not receive the termination report within the deadline, only costs and contributions which are included in an approved periodic report will be taken into account (no costs/contributions if no periodic report was ever approved).

If the granting authority does not receive the report on the distribution of payments within the deadline, it will consider that:

- the coordinator did not distribute any payment to the beneficiary concerned and that
- the beneficiary concerned must not repay any amount to the coordinator.

If the second request for amendment is accepted by the granting authority, the Agreement is **amended** to introduce the necessary changes (see Article 39).

If the second request for amendment is rejected by the granting authority (because it calls into question the decision awarding the grant or breaches the principle of equal treatment of applicants), the grant may be terminated (see Article 32).

Improper termination may lead to a reduction of the grant (see Article 31) or grant termination (see Article 32).

After termination, the concerned beneficiary's obligations (in particular Articles 13 (confidentiality and security), 16 (IPR), 17 (communication, dissemination and visibility), 21 (reporting), 25 (checks, reviews, audits and investigations), 26 (impact evaluation), 27 (rejections), 28 (grant reduction) and 42 (assignment of claims)) continue to apply.

32.3 EU-initiated GA or beneficiary termination

32.3.1 Conditions

The granting authority may terminate the grant or the participation of one or more beneficiaries, if:

- (a) one or more beneficiaries do not accede to the Agreement (see Article 40)
- (b) a change to the action or the legal, financial, technical, organisational or ownership situation of a beneficiary is likely to substantially affect the implementation of the action or calls into question the decision to award the grant (including changes linked to one of the exclusion grounds listed in the declaration of honour)
- (c) following termination of one or more beneficiaries, the necessary changes to the Agreement (and their impact on the action) would call into question the decision awarding the grant or breach the principle of equal treatment of applicants
- (d) implementation of the action has become impossible or the changes necessary for its continuation would call into question the decision awarding the grant or breach the principle of equal treatment of applicants
- (e) a beneficiary (or person with unlimited liability for its debts) is subject to bankruptcy proceedings or similar (including insolvency, winding-up, administration by a liquidator or court, arrangement with creditors, suspension of business activities, etc.)
- (f) a beneficiary (or person with unlimited liability for its debts) is in breach of social security or tax obligations
- (g) a beneficiary (or person having powers of representation, decision-making or control, or person essential for the award/implementation of the grant) has been found guilty of grave professional misconduct
- (h) a beneficiary (or person having powers of representation, decision-making or control, or person essential for the award/implementation of the grant) has committed fraud, corruption, or is involved in a criminal organisation, money laundering, terrorism-related crimes (including terrorism financing), child labour or human trafficking

- (i) a beneficiary (or person having powers of representation, decision-making or control, or person essential for the award/implementation of the grant) was created under a different jurisdiction with the intent to circumvent fiscal, social or other legal obligations in the country of origin (or created another entity with this purpose)
- (j) a beneficiary (or person having powers of representation, decision-making or control, or person essential for the award/implementation of the grant) has committed:
 - (i) substantial errors, irregularities or fraud or
 - (ii) serious breach of obligations under this Agreement or during its award (including improper implementation of the action, non-compliance with the call conditions, submission of false information, failure to provide required information, breach of ethics or security rules (if applicable), etc.)
- (k) a beneficiary (or person having powers of representation, decision-making or control, or person essential for the award/implementation of the grant) has committed — in other EU grants awarded to it under similar conditions — systemic or recurrent errors, irregularities, fraud or serious breach of obligations that have a material impact on this grant (extension of findings from other grants to this grant; see Article 25)
- (l) despite a specific request by the granting authority, a beneficiary does not request — through the coordinator — an amendment to the Agreement to end the participation of one of its affiliated entities or associated partners that is in one of the situations under points (d), (f), (e), (g), (h), (i) or (j) and to reallocate its tasks, or
- (m) other:
 - (i) linked action issues: not applicable
 - (ii) additional GA termination grounds: not applicable.

32.3.2 Procedure

Before terminating the grant or participation of one or more beneficiaries, the granting authority will send a **pre-information letter** to the coordinator or beneficiary concerned:

- formally notifying the intention to terminate and the reasons why and
- requesting observations within 30 days of receiving notification.

If the granting authority does not receive observations or decides to pursue the procedure despite the observations it has received, it will confirm the termination and the date it will take effect (**confirmation letter**). Otherwise, it will formally notify that the procedure is discontinued.

For beneficiary terminations, the granting authority will — at the end of the procedure — also inform the coordinator.

The termination will **take effect** the day after the confirmation notification is sent (or on a later date specified in the notification; ‘termination date’).

32.3.3 Effects

(a) for **GA termination**:

The coordinator must — within 60 days from when termination takes effect — submit a **periodic report** (for the last open reporting period until termination).

The granting authority will calculate the final grant amount and final payment on the basis of the report submitted and taking into account the costs incurred and contributions for activities implemented before termination takes effect (see Article 22). Costs relating to contracts due for execution only after termination are not eligible.

If the grant is terminated for breach of the obligation to submit reports, the coordinator may not submit any report after termination.

If the granting authority does not receive the report within the deadline, only costs and contributions which are included in an approved periodic report will be taken into account (no costs/contributions if no periodic report was ever approved).

Termination does not affect the granting authority's right to reduce the grant (see Article 28) or to impose administrative sanctions (see Article 34).

The beneficiaries may not claim damages due to termination by the granting authority (see Article 33).

After termination, the beneficiaries' obligations (in particular Articles 13 (confidentiality and security), 16 (IPR), 17 (communication, dissemination and visibility), 21 (reporting), 25 (checks, reviews, audits and investigations), 26 (impact evaluation), 27 (rejections), 28 (grant reduction) and 42 (assignment of claims)) continue to apply.

(b) for **beneficiary termination**:

The coordinator must — within 60 days from when termination takes effect — submit:

- (i) a **report on the distribution of payments** to the beneficiary concerned
- (ii) a **termination report** from the beneficiary concerned, for the open reporting period until termination, containing an overview of the progress of the work, the financial statement, the explanation on the use of resources, and, if applicable, the certificate on the financial statement (CFS; see Articles 21 and 24.2 and Data Sheet, Point 4.3)
- (iii) a **request for amendment** (see Article 39) with any amendments needed (e.g. reallocation of the tasks and the estimated budget of the terminated beneficiary; addition of a new beneficiary to replace the terminated beneficiary; change of coordinator, etc.).

The granting authority will calculate the amount due to the beneficiary on the basis of the report submitted and taking into account the costs incurred and contributions for activities implemented before termination takes effect (see Article 22). Costs relating to contracts due for execution only after termination are not eligible.

The information in the termination report must also be included in the periodic report for the next reporting period (see Article 21).

If the granting authority does not receive the termination report within the deadline, only costs and contributions included in an approved periodic report will be taken into account (no costs/contributions if no periodic report was ever approved).

If the granting authority does not receive the report on the distribution of payments within the deadline, it will consider that:

- the coordinator did not distribute any payment to the beneficiary concerned and that
- the beneficiary concerned must not repay any amount to the coordinator.

If the request for amendment is accepted by the granting authority, the Agreement is **amended** to introduce the necessary changes (see Article 39).

If the request for amendment is rejected by the granting authority (because it calls into question the decision awarding the grant or breaches the principle of equal treatment of applicants), the grant may be terminated (see Article 32).

After termination, the concerned beneficiary's obligations (in particular Articles 13 (confidentiality and security), 16 (IPR), 17 (communication, dissemination and visibility), 21 (reporting), 25 (checks, reviews, audits and investigations), 26 (impact evaluation), 27 (rejections), 28 (grant reduction) and 42 (assignment of claims)) continue to apply.

SECTION 3 OTHER CONSEQUENCES: DAMAGES AND ADMINISTRATIVE SANCTIONS

ARTICLE 33 — DAMAGES

33.1 Liability of the granting authority

The granting authority cannot be held liable for any damage caused to the beneficiaries or to third parties as a consequence of the implementation of the Agreement, including for gross negligence.

The granting authority cannot be held liable for any damage caused by any of the beneficiaries or other participants involved in the action, as a consequence of the implementation of the Agreement.

33.2 Liability of the beneficiaries

The beneficiaries must compensate the granting authority for any damage it sustains as a result of the implementation of the action or because the action was not implemented in full compliance with the Agreement, provided that it was caused by gross negligence or wilful act.

The liability does not extend to indirect or consequential losses or similar damage (such as loss of profit, loss of revenue or loss of contracts), provided such damage was not caused by wilful act or by a breach of confidentiality.

ARTICLE 34 — ADMINISTRATIVE SANCTIONS AND OTHER MEASURES

Nothing in this Agreement may be construed as preventing the adoption of administrative sanctions (i.e. exclusion from EU award procedures and/or financial penalties) or other public law measures,

in addition or as an alternative to the contractual measures provided under this Agreement (see, for instance, Articles 135 to 145 EU Financial Regulation 2018/1046 and Articles 4 and 7 of Regulation 2988/95²⁰).

SECTION 4 FORCE MAJEURE

ARTICLE 35 — FORCE MAJEURE

A party prevented by force majeure from fulfilling its obligations under the Agreement cannot be considered in breach of them.

‘Force majeure’ means any situation or event that:

- prevents either party from fulfilling their obligations under the Agreement,
- was unforeseeable, exceptional situation and beyond the parties’ control,
- was not due to error or negligence on their part (or on the part of other participants involved in the action), and
- proves to be inevitable in spite of exercising all due diligence.

Any situation constituting force majeure must be formally notified to the other party without delay, stating the nature, likely duration and foreseeable effects.

The parties must immediately take all the necessary steps to limit any damage due to force majeure and do their best to resume implementation of the action as soon as possible.

CHAPTER 6 FINAL PROVISIONS

ARTICLE 36 — COMMUNICATION BETWEEN THE PARTIES

36.1 Forms and means of communication — Electronic management

EU grants are managed fully electronically through the EU Funding & Tenders Portal (‘Portal’).

All communications must be made electronically through the Portal, in accordance with the Portal Terms and Conditions and using the forms and templates provided there (except if explicitly instructed otherwise by the granting authority).

Communications must be made in writing and clearly identify the grant agreement (project number and acronym).

Communications must be made by persons authorised according to the Portal Terms and Conditions. For naming the authorised persons, each beneficiary must have designated — before the signature of this Agreement — a ‘legal entity appointed representative (LEAR)’. The role and tasks of the LEAR are stipulated in their appointment letter (see Portal Terms and Conditions).

²⁰ Council Regulation (EC, Euratom) No 2988/95 of 18 December 1995 on the protection of the European Communities financial interests (OJ L 312, 23.12.1995, p. 1).

If the electronic exchange system is temporarily unavailable, instructions will be given on the Portal.

36.2 Date of communication

The sending date for communications made through the Portal will be the date and time of sending, as indicated by the time logs.

The receiving date for communications made through the Portal will be the date and time the communication is accessed, as indicated by the time logs. Formal notifications that have not been accessed within 10 days after sending, will be considered to have been accessed (see Portal Terms and Conditions).

If a communication is exceptionally made on paper (by e-mail or postal service), general principles apply (i.e. date of sending/receipt). Formal notifications by registered post with proof of delivery will be considered to have been received either on the delivery date registered by the postal service or the deadline for collection at the post office.

If the electronic exchange system is temporarily unavailable, the sending party cannot be considered in breach of its obligation to send a communication within a specified deadline.

36.3 Addresses for communication

The Portal can be accessed via the Europa website.

The address for paper communications to the granting authority (if exceptionally allowed) is the official mailing address indicated on its website.

For beneficiaries, it is the legal address specified in the Portal Participant Register.

ARTICLE 37 — INTERPRETATION OF THE AGREEMENT

The provisions in the Data Sheet take precedence over the rest of the Terms and Conditions of the Agreement.

Annex 5 takes precedence over the Terms and Conditions; the Terms and Conditions take precedence over the Annexes other than Annex 5.

Annex 2 takes precedence over Annex 1.

ARTICLE 38 — CALCULATION OF PERIODS AND DEADLINES

In accordance with Regulation No 1182/71²¹, periods expressed in days, months or years are calculated from the moment the triggering event occurs.

The day during which that event occurs is not considered as falling within the period.

‘Days’ means calendar days, not working days.

ARTICLE 39 — AMENDMENTS

²¹ Regulation (EEC, Euratom) No 1182/71 of the Council of 3 June 1971 determining the rules applicable to periods, dates and time-limits (OJ L 124, 8/6/1971, p. 1).

39.1 Conditions

The Agreement may be amended, unless the amendment entails changes to the Agreement which would call into question the decision awarding the grant or breach the principle of equal treatment of applicants.

Amendments may be requested by any of the parties.

39.2 Procedure

The party requesting an amendment must submit a request for amendment signed directly in the Portal Amendment tool.

The coordinator submits and receives requests for amendment on behalf of the beneficiaries (see Annex 3). If a change of coordinator is requested without its agreement, the submission must be done by another beneficiary (acting on behalf of the other beneficiaries).

The request for amendment must include:

- the reasons why
- the appropriate supporting documents and
- for a change of coordinator without its agreement: the opinion of the coordinator (or proof that this opinion has been requested in writing).

The granting authority may request additional information.

If the party receiving the request agrees, it must sign the amendment in the tool within 45 days of receiving notification (or any additional information the granting authority has requested). If it does not agree, it must formally notify its disagreement within the same deadline. The deadline may be extended, if necessary for the assessment of the request. If no notification is received within the deadline, the request is considered to have been rejected.

An amendment **enters into force** on the day of the signature of the receiving party.

An amendment **takes effect** on the date of entry into force or other date specified in the amendment.

ARTICLE 40 — ACCESSION AND ADDITION OF NEW BENEFICIARIES

40.1 Accession of the beneficiaries mentioned in the Preamble

The beneficiaries which are not coordinator must accede to the grant by signing the accession form (see Annex 3) directly in the Portal Grant Preparation tool, within 30 days after the entry into force of the Agreement (see Article 44).

They will assume the rights and obligations under the Agreement with effect from the date of its entry into force (see Article 44).

If a beneficiary does not accede to the grant within the above deadline, the coordinator must — within 30 days — request an amendment (see Article 39) to terminate the beneficiary and make any changes

necessary to ensure proper implementation of the action. This does not affect the granting authority's right to terminate the grant (see Article 32).

40.2 Addition of new beneficiaries

In justified cases, the beneficiaries may request the addition of a new beneficiary.

For this purpose, the coordinator must submit a request for amendment in accordance with Article 39. It must include an accession form (see Annex 3) signed by the new beneficiary directly in the Portal Amendment tool.

New beneficiaries will assume the rights and obligations under the Agreement with effect from the date of their accession specified in the accession form (see Annex 3).

Additions are also possible in mono-beneficiary grants.

ARTICLE 41 — TRANSFER OF THE AGREEMENT

In justified cases, the beneficiary of a mono-beneficiary grant may request the transfer of the grant to a new beneficiary, provided that this would not call into question the decision awarding the grant or breach the principle of equal treatment of applicants.

The beneficiary must submit a request for **amendment** (see Article 39), with

- the reasons why
- the accession form (see Annex 3) signed by the new beneficiary directly in the Portal Amendment tool and
- additional supporting documents (if required by the granting authority).

The new beneficiary will assume the rights and obligations under the Agreement with effect from the date of accession specified in the accession form (see Annex 3).

ARTICLE 42 — ASSIGNMENTS OF CLAIMS FOR PAYMENT AGAINST THE GRANTING AUTHORITY

The beneficiaries may not assign any of their claims for payment against the granting authority to any third party, except if expressly approved in writing by the granting authority on the basis of a reasoned, written request by the coordinator (on behalf of the beneficiary concerned).

If the granting authority has not accepted the assignment or if the terms of it are not observed, the assignment will have no effect on it.

In no circumstances will an assignment release the beneficiaries from their obligations towards the granting authority.

ARTICLE 43 — APPLICABLE LAW AND SETTLEMENT OF DISPUTES

43.1 Applicable law

The Agreement is governed by the applicable EU law, supplemented if necessary by the law of Belgium.

Special rules may apply for beneficiaries which are international organisations (if any; see Data Sheet, Point 5).

43.2 Dispute settlement

If a dispute concerns the interpretation, application or validity of the Agreement, the parties must bring action before the EU General Court — or, on appeal, the EU Court of Justice — under Article 272 of the Treaty on the Functioning of the EU (TFEU).

For non-EU beneficiaries (if any), such disputes must be brought before the courts of Brussels, Belgium — unless an international agreement provides for the enforceability of EU court judgements.

For beneficiaries with arbitration as special dispute settlement forum (if any; see Data Sheet, Point 5), the dispute will — in the absence of an amicable settlement — be settled in accordance with the Rules for Arbitration published on the Portal.

If a dispute concerns administrative sanctions, offsetting or an enforceable decision under Article 299 TFEU (see Articles 22 and 34), the beneficiaries must bring action before the General Court — or, on appeal, the Court of Justice — under Article 263 TFEU.

For grants where the granting authority is an EU executive agency (see Preamble), actions against offsetting and enforceable decisions must be brought against the European Commission (not against the granting authority; see also Article 22).

ARTICLE 44 — ENTRY INTO FORCE

The Agreement will enter into force on the day of signature by the granting authority or the coordinator, depending on which is later.

SIGNATURES

For the coordinator

José Antonio Briz Sánchez with ECAS id n003k8kx signed in the Participant Portal on 22/11/2021 at 11:14:13 (transaction id SigId-58710-jpjZj6HzzzWb2ddM1mKgvNzTWly7JwHvjzm2NBBfyzRrOozZ1O2yd4LT8w1XTy4WfXrCjRyWLIqjsA1jWA98udSG-rS0vSrmBGYCs5AZQAW3FQ8-YvYa7RghpbLO6S7PPDcVpRr2OOLovaThg0GBT2xJyCG7sMbkPvSzHhpjZlKXvjyeqR9cQfWNf8zTtxIzbV8kO0W).
Timestamp by third party at
2021.11.22 11:14:18 CET

For the granting authority

Signed by Aleksandra MECILOSEK with ECAS id mecial as an authorised representative on 22-11-2021 15:42:47 (transaction id SigId-65005-VqR0vhZQruCKP7CpISMUYAKT9XCnCaOs3dzxzL3c2purr48ritt2GwMQBuYMct04HHGean9uaiPBF1kRdejfyo-rS0vSrmBGYCs5AZQAW3FQ8-sjiD9QPzbb7JImQ74YxIXZxoFHg8bVePqdv9KNRrd03ISbeB9zeTzjTdzorKetRdVoh0O9vfdgXma2cVHXyDAPO)
2021.11.22 15:42:56 CET



ANNEX 1



Promotion of Agricultural Products (AGRIP)

Description of the action (DoA)

Part A

Part B

DESCRIPTION OF THE ACTION (PART A)

COVER PAGE

Part A of the Description of the Action (DoA) must be completed directly on the Portal Grant Preparation screens.

PROJECT	
<i>Grant Preparation (General Information screen) — Enter the info.</i>	
Project number:	101045996
Project name:	European Garnacha/Grenache Quality Wines ASIA Multi 2022-24
Project acronym:	GWine Asia 2022-24
Call:	AGRIP-MULTI-2021
Topic:	AGRIP-MULTI-2021-TC-ALL
Type of action:	AGRIP-PJG
Service:	REA/B/04
Project starting date:	fixed date: 1 April 2022
Project duration:	36 months

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List of participants	3
List of work packages	4
Staff effort	9
List of deliverables	10
List of milestones (outputs/outcomes)	20
List of critical risks	20

PROJECT SUMMARY

Project summary

Grant Preparation (General Information screen) — Provide an overall description of your project (including context and overall objectives, planned activities and main achievements, and expected results and impacts (on target groups, change procedures, capacities, innovation etc)). This summary should give readers a clear idea of what your project is about.

Use the project summary from your proposal.

European Garnacha/Grenache Quality Wines (2022-2024 program) aims to increase the market share of Union agricultural products and certain food products, specifically focusing on those markets in third countries that have the highest growth potential, by enhancing the consumption of EU Garnacha/Grenache quality wines in Asia (China, Taiwan, Japan and South Korea), improving exports, consumer trial and market share indicators.

LIST OF PARTICIPANTS

PARTICIPANTS

Grant Preparation (Beneficiaries screen) — Enter the info.

Number	Role	Short name	Legal name	Country	PIC
1	COO	GARNACHA ORIGEN	ASOCIACION PARA LA PROMOCION DEL VINO DE GARNACHA-GARNACHA ORIGEN	ES	920949041
2	BEN	CIVR	CONSEIL INTERPROFESSIONNEL DES VINS DU ROUSSILLON	FR	919660590

LIST OF WORK PACKAGES

Work packages							
<i>Grant Preparation (Work Packages screen) — Enter the info.</i>							
Work Package No	Work Package name	Lead Beneficiary	Effort (Person-Months)	Start Month	End Month	Deliverable No(s)	
WP1	Coordination	I-GARNACHA ORIGEN	9.92	1	36	D1.2, D1.6, D1.4, D1.8, D1.1, D1.7, D1.5, D1.3	
WP2	Public relations	I-GARNACHA ORIGEN	6.72	1	36	D2.3, D2.1, D2.2	
WP3	Website, social media	I-GARNACHA ORIGEN	5.29	1	36	D3.3, D3.2, D3.1	
WP4	Communication tools	I-GARNACHA ORIGEN	9.58	1	36	D4.1, D4.2, D4.3, D4.4	
WP5	Events	I-GARNACHA ORIGEN	119.05	1	36	D5.2, D5.1, D5.3	
WP6	POS promotion	I-GARNACHA ORIGEN	17.67	1	36	D6.1, D6.2, D6.3	
WP7	Evaluation of results	I-GARNACHA ORIGEN	4.96	1	36	D7.1, D7.2, D7.3	

Work package WP1 – Coordination

Work Package Number	WP1	Lead Beneficiary	1. GARNACHA ORIGEN
Work Package Name	Coordination		
Start Month	1	End Month	36

Objectives
Project management: Initiation, planning, execution, monitoring, controlling and reporting to ensure correct planning, implementation and reporting, constant follow-up to efficiently maximize project's the impact in the target markets.

Description
<p>· Personnel costs of the proposing organizations: Garnacha Origen Association and CIVR will develop several management, implementation and administrative tasks for the coordination of the program:</p> <ul style="list-style-type: none"> - Interacting with the several suppliers, implementing and evaluation bodies in order to ensure that the activities are according to the general promotion strategy, while taking into account the short/long-term dynamics in the markets as well as optimal implementation timing. - Preparing and applying guidelines in order to define specific instructions before each activity is implemented; they will verify that the draft is according to those instructions; and they will apply corrective measures whenever is necessary (ongoing evaluation of execution, checks and, if needed, measures to improve execution). - Providing strategic, technical, administrative and financial support for all WP. <p>Organization structure:</p> <ul style="list-style-type: none"> - A Steering Committee with 8 members (from the two applicants) will take strategic decisions in the name of the applicant associations, following the principles of an internal Consortium Agreement. - A project management team with 4 full-time members of Garnacha Origen that will manage the programme and coordinate all activities with the implementing body. - A project support team with 2-part time members from CIVR will help control the activities and provide administrative and financial support. - Based on its previous experience, Garnacha Origen association will be the coordinator. <p>· Other costs of project coordination:</p> <ul style="list-style-type: none"> - Doing at least 1 trip per year to each market (4 in total) per beneficiary has been planned to ensure correct implementation all program-long. However, synergies between travels will be established in order to ensure cost efficiency, especially in terms of international vs. internal flights. - Outside resources: Support from Aragon Exterior (AREX), a third party linked with the coordinator as member of the association, that will receive financial support in exchange of its services limited to the actual costs based on its extensive experience in international promotion projects, european7FP and H2020 projects and Agri-business industry. <p>Other: eligible costs of PO (audit certificates, guarantee for prefinancing, non-recoverable VAT)</p>

Work package WP2 – Public relations

Work Package Number	WP2	Lead Beneficiary	1. GARNACHA ORIGEN
Work Package Name	Public relations		
Start Month	1	End Month	36

Objectives
<ul style="list-style-type: none"> - 1 Press dossier yearly (3 in total) and samples dissemination to Chinese media/influencers with the purpose of resulting on educative articles, publications or social media posts. - 32.000 readings yearly, 96.000 in total (cost per output: 23.826,00 €)

Description
<p>· Continuous PR activities (PR office): An educative press dossier and Garnacha/Grenache samples will be sent to China media, including KOLs and influencers as well, with the purpose of raising awareness on the quality and specific features of agri-food products from the Union in an effort to spread the European message and generate further additional, supplementary content.</p>

Work package WP3 – Website, social media

Work Package Number	WP3	Lead Beneficiary	1. GARNACHA ORIGEN
Work Package Name	Website, social media		
Start Month	1	End Month	36

Objectives
<p>· Social media (accounts setup, regular posting)</p> <ul style="list-style-type: none"> - 24 posts yearly (2 posts / month), 72 in total (cost per output: 1.111,17 €). - 10.000 Weibo followers yearly, 30.000 in total, 60.000 reads yearly, 180.000 in total and 2.000 likes yearly, 6.000 in total.

Description
<p>· Social media (accounts setup, regular posting)</p> <p>Social media management (content and community management) focusing on:</p> <ul style="list-style-type: none"> - Create European Garnacha/Grenache Weibo profile. - Support content creation for European Garnacha/Grenache. - Build awareness and increase fan base, audience reach and engagement. - Drive traffic to the events campaign and a collaboration with online stores. - Engage relevant trade and consumer audience in a 2-way conversation. - Ultimately, aid in maintaining online brand loyalty to increase the recognition and appreciation of European Garnacha/Grenache based wines.

Work package WP4 – Communication tools

Work Package Number	WP4	Lead Beneficiary	1. GARNACHA ORIGEN
Work Package Name	Communication tools		
Start Month	1	End Month	36

Objectives
<p>· Publications, media kits and promotional merchandise</p> <p>Design, production, shipment and use of promotional material: Digital PPT, 2.000 tasting mat, 12.000 leaflets, 300 table runners yearly (6.000, 36.000 and 900 in total) (cost per output 3,38 €)</p>

Description
<p>· Publications, media kits and promotional merchandise</p> <p>From existing creative, explore the suitability of the current materials, adapt or create new design and messaging in each local language, and produce the materials that will be used to optimize the tasting experience, the education opportunity, creating synergies among all activities.</p>

Work package WP5 – Events

Work Package Number	WP5	Lead Beneficiary	1. GARNACHA ORIGEN
Work Package Name	Events		
Start Month	1	End Month	36

Objectives
<ul style="list-style-type: none"> · Stands at trade fairs: <ul style="list-style-type: none"> - Participation on 2 trade fairs (China & Japan) yearly, 6 in total (cost per output 64.782 €) - 30.000 attendants yearly, 90.000 in total · Seminars, workshops, B2B meetings, trainings for trade/cooks, activities in schools <ul style="list-style-type: none"> - 14 masterclass/seminars with 263 attendants yearly (42 and 789 in total). Cost per output: 3.960,94 € - 2 B2B meetings with 200 attendants (6 and 600 in total). Cost per output: 21.181,00 € · Study Trips to Europe <ul style="list-style-type: none"> 1 annual trade trip, 3 in total (10 buyers: 6 CH - 2 JP - 1 TW - 1 SK) to establish relationships that helps increasing market share, exports as well as awareness (cost per output 42.480 €) · Other Events <ul style="list-style-type: none"> - 8 tasting meals with sommeliers with 80 attendants yearly (24 and 240 in total) Cost per output: 7.649,39 € - 1 tasting meal with distributors with 15 attendants yearly (3 and 45 in total) Cost per output: 6.097,56 € - 16 tasting meals with consumers with 210 attendants yearly (48 and 630 in total) Cost per output: 1.581,94 € - 42 tasting events with buyers yearly with 5.050 attendants yearly (126 and 15.150 in total) Cost per output: 4.401,90 € - 18 tasting events with consumers with 380 attendants yearly (54 and 1.140 in total) Cost per output: 2.922,99 € 5.735 attendants yearly (17.205 in total).

Description
<ul style="list-style-type: none"> · Stands at trade fairs: <ul style="list-style-type: none"> - Participation on 2 trade fairs (China & Japan) yearly, 6 in total (cost per output 64.782 €) - 30.000 attendants yearly, 90.000 in total · Seminars, workshops, B2B meetings, trainings for trade/cooks, activities in schools <ul style="list-style-type: none"> - Organization of educative events as well as opening new opportunities · Study Trips to Europe <ul style="list-style-type: none"> 10 wine buyers visiting Garnacha/Grenache-producing regions (Spain and France) for seven-day immersion trips yearly. Planning, coordination, recruitment and implementation of trips for wine buyers located in campaign target markets: 6 CH - 2 JP - 1 TW - 1 SK · Other Events <ul style="list-style-type: none"> Fusion local cuisine pairing with Garnacha/Grenache wines. These meals are a real occasion to show matching potential of Garnacha/Grenache European grape. Educative tastings with stakeholders to show the characteristics of the Garnacha/Grenache European grape wine.

Work package WP6 – POS promotion

Work Package Number	WP6	Lead Beneficiary	1. GARNACHA ORIGEN
Work Package Name	POS promotion		
Start Month	1	End Month	36

Objectives
<ul style="list-style-type: none"> · In-store tastings

<ul style="list-style-type: none"> - 30 Demos yearly (90 in total). (Cost per output: 1.120,14 €) - 420 consumers yearly (1.260 in total) · Other: promotion in retailers' publications, POS advertising (shelf talkers, posters, etc.), promotion in canteens - 5 online store collaborations for China yearly (15 in total). (Cost per output: 11.092 €) - 30.000 UV yearly (90.000 in total)
--

Description
<ul style="list-style-type: none"> · In-store tastings Sampling European Garnacha/Grenache Quality Wines at stores through knowledgeable demonstrators who will deliver key messages to consumers to increase their familiarity with the grape variety while leveraging its European origin. · Other: promotion in retailers' publications, POS advertising (shelf talkers, posters, etc.), promotion in canteens Development of content creation and collaboration with high growth potential online stores in China.

Work package WP7 – Evaluation of results

Work Package Number	WP7	Lead Beneficiary	1. GARNACHA ORIGEN
Work Package Name	Evaluation of results		
Start Month	1	End Month	36

Objectives
<ul style="list-style-type: none"> · Evaluation of results: Yearly ex-post calculation of returns with a panel of 4.000 regular wine drinkers.

Description
<ul style="list-style-type: none"> · Evaluation of results: Consumer’s trial share, association of Europe as the main producer and Evaluation of European Garnacha/Grenache as a quality product, as previously introduced in Section 2, will be measured by a specific survey conveying a mix between consumption (estimated on how many people remember having consumed European Garnacha/Grenache) and visibility (consumers remembering having consumed different varieties). These indicators will be yearly evaluated and measured by their introduction on a wine consumption solid panel (such as Wine Intelligence’s Vinitrac®) with a substantially representative sample of 4.000 regular wine drinkers (2,000 Chinese, 1,000 Japanese and 1,000 South Korean, given Taiwan’s consumer separate data is not available). As further developed in ad hoc Section 2.5, exports and market share will be measured on a historical trend basis, taking into account indicators status before activities begin to be implemented (2021 exports turnover data) and by the end of the three-year programme (2024 data or latest available).

STAFF EFFORT

Staff effort per participant									
<i>Grant Preparation (Work packages - Effort screen) — Enter the info.</i>									
Participant	WP1	WP2	WP3	WP4	WP5	WP6	WP7	Total Person-Months	
GARNACHA ORIGEN	8.68	5.88	4.63	8.39	104.2	15.47	4.34	152	
CIVR	1.24	0.84	0.66	1.19	14.85	2.2	0.62	22	
Total Person-Months	9.92	6.72	5.29	9.58	119.05	17.67	4.96	173	



LIST OF DELIVERABLES

Deliverables

Grant Preparation (Deliverables screen) — Enter the info.

The labels used mean:

Public — fully open (🚩 automatically posted online on the Project Results platforms)

Sensitive — limited under the conditions of the Grant Agreement

EU classified — RESTREINT-UE/EU-RESTRICTED, CONFIDENTIEL-UE/EU-CONFIDENTIAL, SECRET-UE/EU-SECRET under Decision [2015/444](#)

Deliverable No	Deliverable Name	Work Package No	Lead Beneficiary	Type	Dissemination Level	Due Date (month)
D1.1	Inception meeting report	WP1	I-GARNACHA ORIGEN	R — Document, report	SEN - Sensitive	1
D1.2	Report on subcontracting	WP1	I-GARNACHA ORIGEN	R — Document, report	SEN - Sensitive	3
D1.3	Coordination report Y1	WP1	I-GARNACHA ORIGEN	R — Document, report	SEN - Sensitive	12
D1.4	Coordination report Y2	WP1	I-GARNACHA ORIGEN	R — Document, report	SEN - Sensitive	24
D1.5	Coordination report Y3	WP1	I-GARNACHA ORIGEN	R — Document, report	SEN - Sensitive	36
D1.6	List of IPR rights Y1	WP1	I-GARNACHA ORIGEN	R — Document, report	SEN - Sensitive	12
D1.7	List of IPR rights Y2	WP1	I-GARNACHA ORIGEN	R — Document, report	SEN - Sensitive	24
D1.8	List of IPR rights Y3	WP1	I-GARNACHA ORIGEN	R — Document, report	SEN - Sensitive	36
D2.1	PR report Y1	WP2	I-GARNACHA ORIGEN	R — Document, report	PU - Public	12
D2.2	PR report Y2	WP2	I-GARNACHA ORIGEN	R — Document, report	PU - Public	24
D2.3	PR report Y3	WP2	I-GARNACHA ORIGEN	R — Document, report	PU - Public	36
D3.1	Website and social media report Y1	WP3	I-GARNACHA ORIGEN	R — Document, report	PU - Public	12
D3.2	Website and social media report Y2	WP3	I-GARNACHA ORIGEN	R — Document, report	PU - Public	24
D3.3	Website and social media report Y3	WP3	I-GARNACHA ORIGEN	R — Document, report	PU - Public	36
D4.1	Communication concept & tools	WP4	I-GARNACHA ORIGEN	R — Document, report	PU - Public	3

**Deliverables**

Grant Preparation (Deliverables screen) — Enter the info.

The labels used mean:

Public — fully open ( automatically posted online on the Project Results platforms)

Sensitive — limited under the conditions of the Grant Agreement

EU classified — RESTREINT-UE/EU-RESTRICTED, CONFIDENTIEL-UE/EU-CONFIDENTIAL, SECRET-UE/EU-SECRET under Decision [2015/444](#)

Deliverable No	Deliverable Name	Work Package No	Lead Beneficiary	Type	Dissemination Level	Due Date (month)
D4.2	Communication tools report Y1	WP4	I-GARNACHA ORIGEN	R — Document, report	PU - Public	12
D4.3	Communication tools report Y2	WP4	I-GARNACHA ORIGEN	R — Document, report	PU - Public	24
D4.4	Communication tools report Y3	WP4	I-GARNACHA ORIGEN	R — Document, report	PU - Public	36
D5.1	Events report Y1	WP5	I-GARNACHA ORIGEN	R — Document, report	PU - Public	12
D5.2	Events report Y2	WP5	I-GARNACHA ORIGEN	R — Document, report	PU - Public	24
D5.3	Events report Y3	WP5	I-GARNACHA ORIGEN	R — Document, report	PU - Public	36
D6.1	POS & promotion in online stores Y1	WP6	I-GARNACHA ORIGEN	R — Document, report	PU - Public	12
D6.2	POS & promotion in online stores Y2	WP6	I-GARNACHA ORIGEN	R — Document, report	PU - Public	24
D6.3	POS & promotion in online stores Y3	WP6	I-GARNACHA ORIGEN	R — Document, report	PU - Public	36
D7.1	Evaluation report Y1	WP7	I-GARNACHA ORIGEN	R — Document, report	SEN - Sensitive	12
D7.2	Evaluation report Y2	WP7	I-GARNACHA ORIGEN	R — Document, report	SEN - Sensitive	24
D7.3	Evaluation report Y3	WP7	I-GARNACHA ORIGEN	R — Document, report	SEN - Sensitive	36

Deliverable – Inception meeting report

Deliverable Number	D1.1	Lead Beneficiary	1. GARNACHA ORIGEN
Deliverable Name	Inception meeting report		
Type	R — Document, report	Dissemination Level	SEN - Sensitive
Due Date (month)	1	Work Package No	WP1

Description
<p>Report of the inception meeting with the presence of mandatory roles and if considered necessary and useful other members of the management team to:</p> <ul style="list-style-type: none"> - Present timeline of deliverables and overall programme implementation - Further explanations of execution requirements of the programme, deliverables such as IPR list and financial matters - Establish relationship with other organizations also participating in UE program - Selection of subcontractors procedure.

Deliverable – Report on subcontracting

Deliverable Number	D1.2	Lead Beneficiary	1. GARNACHA ORIGEN
Deliverable Name	Report on subcontracting		
Type	R — Document, report	Dissemination Level	SEN - Sensitive
Due Date (month)	3	Work Package No	WP1

Description
<p>Report on the procedure: tender, criteria applied, meeting agenda, attendants and results. Updated activities planning if necessary</p>

Deliverable – Coordination report Y1

Deliverable Number	D1.3	Lead Beneficiary	1. GARNACHA ORIGEN
Deliverable Name	Coordination report Y1		
Type	R — Document, report	Dissemination Level	SEN - Sensitive
Due Date (month)	12	Work Package No	WP1

Description
<ul style="list-style-type: none"> - Meetings to complement the ongoing continuous electronic coordination system between implementing and evaluation bodies, subcontractors and the proposing organizations. - Travels related to those meetings and to manage, ensure correct implementation and audit actions of the program. - Summary of modifications of the implementation and main communications maintained through the Participant Portal with the Project Officer.

Deliverable – Coordination report Y2

Deliverable Number	D1.4	Lead Beneficiary	1. GARNACHA ORIGEN
Deliverable Name	Coordination report Y2		

Type	R — Document, report	Dissemination Level	SEN - Sensitive
Due Date (month)	24	Work Package No	WP1

Description
<p>- Meetings to complement the ongoing continuous electronic coordination system between implementing and evaluation bodies, subcontractors and the proposing organizations. - Travels related to those meetings and to manage, ensure correct implementation and audit actions of the program.</p> <p>- Summary of modifications of the implementation and main communications maintained through the Participant Portal with the Project Officer.</p>

Deliverable – Coordination report Y3

Deliverable Number	D1.5	Lead Beneficiary	1. GARNACHA ORIGEN
Deliverable Name	Coordination report Y3		
Type	R — Document, report	Dissemination Level	SEN - Sensitive
Due Date (month)	36	Work Package No	WP1

Description
<p>- Meetings to complement the ongoing continuous electronic coordination system between implementing and evaluation bodies, subcontractors and the proposing organizations. - Travels related to those meetings and to manage, ensure correct implementation and audit actions of the program.</p> <p>- Summary of modifications of the implementation and main communications maintained through the Participant Portal with the Project Officer.</p>

Deliverable – List of IPR rights Y1

Deliverable Number	D1.6	Lead Beneficiary	1. GARNACHA ORIGEN
Deliverable Name	List of IPR rights Y1		
Type	R — Document, report	Dissemination Level	SEN - Sensitive
Due Date (month)	12	Work Package No	WP1

Description
List of content with third-party intellectual property rights incorporated in the results of the programme and produced before or during the project implementation.

Deliverable – List of IPR rights Y2

Deliverable Number	D1.7	Lead Beneficiary	1. GARNACHA ORIGEN
Deliverable Name	List of IPR rights Y2		
Type	R — Document, report	Dissemination Level	SEN - Sensitive
Due Date (month)	24	Work Package No	WP1

Description

List of content with third-party intellectual property rights incorporated in the results of the programme and produced before or during the project implementation.

Deliverable – List of IPR rights Y3

Deliverable Number	D1.8	Lead Beneficiary	1. GARNACHA ORIGEN
Deliverable Name	List of IPR rights Y3		
Type	R — Document, report	Dissemination Level	SEN - Sensitive
Due Date (month)	36	Work Package No	WP1

Description

List of content with third-party intellectual property rights incorporated in the results of the programme and produced before or during the project implementation.

Deliverable – PR report Y1

Deliverable Number	D2.1	Lead Beneficiary	1. GARNACHA ORIGEN
Deliverable Name	PR report Y1		
Type	R — Document, report	Dissemination Level	PU - Public
Due Date (month)	12	Work Package No	WP2

Description

Report on the educative press dossier and samples sent to China media, KOLs and influencers as well as on the results (educative articles, publications or social media posts) and readings obtained.

Deliverable – PR report Y2

Deliverable Number	D2.2	Lead Beneficiary	1. GARNACHA ORIGEN
Deliverable Name	PR report Y2		
Type	R — Document, report	Dissemination Level	PU - Public
Due Date (month)	24	Work Package No	WP2

Description

Report on the educative press dossier and samples sent to China media, KOLs and influencers as well as on the results (educative articles, publications or social media posts) and readings obtained.

Deliverable – PR report Y3

Deliverable Number	D2.3	Lead Beneficiary	1. GARNACHA ORIGEN
Deliverable Name	PR report Y3		
Type	R — Document, report	Dissemination Level	PU - Public
Due Date (month)	36	Work Package No	WP2

Description
Report on the educative press dossier and samples sent to China media, KOLs and influencers as well as on the results (educative articles, publications or social media posts) and readings obtained.

Deliverable – Website and social media report Y1

Deliverable Number	D3.1	Lead Beneficiary	1. GARNACHA ORIGEN
Deliverable Name	Website and social media report Y1		
Type	R — Document, report	Dissemination Level	PU - Public
Due Date (month)	12	Work Package No	WP3

Description
Report on the annual implementation overall management of social media account with the publication of posts and weibo followers, reads and likes obtained.

Deliverable – Website and social media report Y2

Deliverable Number	D3.2	Lead Beneficiary	1. GARNACHA ORIGEN
Deliverable Name	Website and social media report Y2		
Type	R — Document, report	Dissemination Level	PU - Public
Due Date (month)	24	Work Package No	WP3

Description
Report on the annual implementation overall management of social media account with the publication of posts and weibo followers, reads and likes obtained.

Deliverable – Website and social media report Y3

Deliverable Number	D3.3	Lead Beneficiary	1. GARNACHA ORIGEN
Deliverable Name	Website and social media report Y3		
Type	R — Document, report	Dissemination Level	PU - Public
Due Date (month)	36	Work Package No	WP3

Description
Report on the annual implementation overall management of social media account with the publication of posts and weibo followers, reads and likes obtained.

Deliverable – Communication concept & tools

Deliverable Number	D4.1	Lead Beneficiary	1. GARNACHA ORIGEN
Deliverable Name	Communication concept & tools		
Type	R — Document, report	Dissemination Level	PU - Public

Due Date (month)	3	Work Package No	WP4
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Description
Visual and key messages of the campaign design from existing creative, explore the suitability of the current materials, adapt or create new design and messaging in each local language and produce the materials that will be used to optimize the tasting experience, the education opportunity, creating synergies among all activities.

Deliverable – Communication tools report Y1

Deliverable Number	D4.2	Lead Beneficiary	1. GARNACHA ORIGEN
Deliverable Name	Communication tools report Y1		
Type	R — Document, report	Dissemination Level	PU - Public
Due Date (month)	12	Work Package No	WP4

Description
<ul style="list-style-type: none"> - Report about the design and final production of the brand platform content creation and development, as well as, the communication materials (tasting mats, leaflets, table runners and digital PPT), shipments and translations and copy/design (collateral designs) updates, key messages development & adaptation throughout the different components of the campaign - Design and production of tasting mats, leaflets, table runners and digital PPT brochures - Transversal support to other WP

Deliverable – Communication tools report Y2

Deliverable Number	D4.3	Lead Beneficiary	1. GARNACHA ORIGEN
Deliverable Name	Communication tools report Y2		
Type	R — Document, report	Dissemination Level	PU - Public
Due Date (month)	24	Work Package No	WP4

Description
<ul style="list-style-type: none"> - Report about the design and final production of the brand platform content creation and development, as well as, the communication materials (tasting mats, leaflets, table runners and digital PPT), shipments and translations and copy/design (collateral designs) updates, key messages development & adaptation throughout the different components of the campaign - Design and production of tasting mats, leaflets, table runners and digital PPT brochures - Transversal support to other WP

Deliverable – Communication tools report Y3

Deliverable Number	D4.4	Lead Beneficiary	1. GARNACHA ORIGEN
Deliverable Name	Communication tools report Y3		
Type	R — Document, report	Dissemination Level	PU - Public
Due Date (month)	36	Work Package No	WP4

Description

- Report about the design and final production of the brand platform content creation and development, as well as, the communication materials (tasting mats, leaflets, table runners and digital PPT), shipments and translations and copy/design (collateral designs) updates, key messages development & adaptation throughout the different components of the campaign
- Design and production of tasting mats, leaflets, table runners and digital PPT brochures
- Transversal support to other WP

Deliverable – Events report Y1

Deliverable Number	D5.1	Lead Beneficiary	1. GARNACHA ORIGEN
Deliverable Name	Events report Y1		
Type	R — Document, report	Dissemination Level	PU - Public
Due Date (month)	12	Work Package No	WP5

Description
Report on the annual implementation and event participation in stands at trade fairs, masterclass/seminars, B2B meetings, annual trade trip, tasting meals with sommeliers, distributors and consumers as well as tasting events with buyers and consumers.

Deliverable – Events report Y2

Deliverable Number	D5.2	Lead Beneficiary	1. GARNACHA ORIGEN
Deliverable Name	Events report Y2		
Type	R — Document, report	Dissemination Level	PU - Public
Due Date (month)	24	Work Package No	WP5

Description
Report on the annual implementation and event participation in stands at trade fairs, masterclass/seminars, B2B meetings, annual trade trip, tasting meals with sommeliers, distributors and consumers as well as tasting events with buyers and consumers.

Deliverable – Events report Y3

Deliverable Number	D5.3	Lead Beneficiary	1. GARNACHA ORIGEN
Deliverable Name	Events report Y3		
Type	R — Document, report	Dissemination Level	PU - Public
Due Date (month)	36	Work Package No	WP5

Description
Report on the annual implementation and event participation in stands at trade fairs, masterclass/seminars, B2B meetings, annual trade trip, tasting meals with sommeliers, distributors and consumers as well as tasting events with buyers and consumers.

Deliverable – POS & promotion in online stores Y1

Deliverable Number	D6.1	Lead Beneficiary	1. GARNACHA ORIGEN
Deliverable Name	POS & promotion in online stores Y1		
Type	R — Document, report	Dissemination Level	PU - Public
Due Date (month)	12	Work Package No	WP6

Description
Report on the annual implementation of in store tasting as well as the collaboration with online stores.

Deliverable – POS & promotion in online stores Y2

Deliverable Number	D6.2	Lead Beneficiary	1. GARNACHA ORIGEN
Deliverable Name	POS & promotion in online stores Y2		
Type	R — Document, report	Dissemination Level	PU - Public
Due Date (month)	24	Work Package No	WP6

Description
Report on the annual implementation of in store tasting as well as the collaboration with online stores.

Deliverable – POS & promotion in online stores Y3

Deliverable Number	D6.3	Lead Beneficiary	1. GARNACHA ORIGEN
Deliverable Name	POS & promotion in online stores Y3		
Type	R — Document, report	Dissemination Level	PU - Public
Due Date (month)	36	Work Package No	WP6

Description
Report on the annual implementation of in store tasting as well as the collaboration with online stores.

Deliverable – Evaluation report Y1

Deliverable Number	D7.1	Lead Beneficiary	1. GARNACHA ORIGEN
Deliverable Name	Evaluation report Y1		
Type	R — Document, report	Dissemination Level	SEN - Sensitive
Due Date (month)	12	Work Package No	WP7

Description
Report on market insights, procedure used to measure and impact indicators related to global SMART objectives and individual activities: Output and results. Consumer trial share and awareness as well as association of Europe as the main producer will be measured yearly.

Deliverable – Evaluation report Y2

Deliverable Number	D7.2	Lead Beneficiary	1. GARNACHA ORIGEN
Deliverable Name	Evaluation report Y2		
Type	R — Document, report	Dissemination Level	SEN - Sensitive
Due Date (month)	24	Work Package No	WP7

Description
Report on market insights, procedure used to measure and impact indicators related to global SMART objectives and individual activities: Output and results. Consumer trial share and awareness as well as association of Europe as the main producer will be measured yearly.

Deliverable – Evaluation report Y3

Deliverable Number	D7.3	Lead Beneficiary	1. GARNACHA ORIGEN
Deliverable Name	Evaluation report Y3		
Type	R — Document, report	Dissemination Level	SEN - Sensitive
Due Date (month)	36	Work Package No	WP7

Description
Report on market insights, procedure used to measure and impact indicators related to global SMART objectives and individual activities: Output and results. Consumer trial share and awareness as well as association of Europe as the main producer will be measured yearly. Exports & market share related information only measured at the end of the program.

LIST OF MILESTONES

(None)

LIST OF CRITICAL RISKS

Critical risks & risk management strategy <i>Grant Preparation (Critical Risks screen) — Enter the info.</i>			
Risk number	Description	Work Package No(s)	Proposed Mitigation Measures
1	Sanitary: Evolution of Covid-19: The Corona Virus has not only led to travel bans and closure of borders, but also to a freezing of the wine business in Asia.	WP1, WP4, WP5, WP6, WP3, WP2, WP7	Despite a gradual opening of business and external borders of the EU - specifically Korea and Taiwan, and possibly Japan and China by 2022 - the uncertainty surrounded the program's other markets and the lack of clarity surrounding what a relaxation of travel restrictions will be closely monitored, while most activities have been designed for the direct implementation via local stakeholders and collaborators. O & other activities will be adapted if needed, most likely digitally.
2	Political: Changes on imports policies in several controlled countries or recent application of a law of the People's Republic of China that impacts certain profiles of beneficiary organizations.	WP1, WP4, WP5, WP6, WP3, WP2, WP7	This enforcement is based on an interpretation of the Law according to which all foreign organizations carrying out information and promotion measures in PRC are to be classified as nongovernmental organizations (NGOs) and would therefore fall into the remit of the Law, unless they are registered as subjects of the commercial law in their respective EU Member State. Consequently, all foreign NGOs (i.e., organizations not registered as subject of the commercial law in their respective MS) are required to either register in China in order to carry out their activity or to delegate their information and promotion actions to an entity registered under Chinese law ("Chinese partner"). Therefore, all subcontractors will be required to be an entity registered under Chinese law.
3	Internal: Internal disagreements between the beneficiaries	WP1, WP4, WP5, WP6, WP3, WP2, WP7	Tight consortium agreement to be respected.
4	Financial: Exchange rate fluctuations: The exchange rate between the euro and CNY (Chinese yuan), JPY	WP1, WP4, WP5, WP7	The ideal solution would be for the applicants to hedge the risk with an open forward contract with every currency, but, unfortunately, the co-financing flows of the Information

Critical risks & risk management strategy

Grant Preparation (Critical Risks screen) — Enter the info.

Risk number	Description	Work Package No(s)	Proposed Mitigation Measures
	(Japanese yen), TWD (New Taiwan dollar) or KRW (South Korean won) may fluctuate and impact on cost per activity of the programme (given that a large part of the execution costs will be in the local currency).	WP6, WP3, WP2, WP7	and Promotion programs make this difficult (with a forward contract, when the external currency revaluates, the contract's profit covers the increased costs; but when it devaluates in a co-financed program, the loss is not compensated by the reduced costs, as the European Commission only co-finances the execution costs — even though it would only guarantee that the cost in euros certain for all the program both for the applicant and the EC). The applicants will minimize the risk subcontracting in euros when possible (to European subcontractors or to Asian subcontractors who have been able to hedge their risk in euros).
5	Operational: Managing a campaign with multiple target countries (languages and cultures) from a European base.	WP1, WP4, WP5, WP6, WP3, WP2, WP7	Hiring local Asian subcontractors coordinated by a single implementing body, as well as on-site visits and meetings (when necessary) from the managing team to ensure a close follow-up and successful implementation of the program. Multiple target countries: A single implementing body will guarantee the homogeneity of the campaign through all the different markets and, at the same time, allow enough flexibility to be able to adapt it to the local requirements.
6	Operational: Not being able to perform as expected, corrupt practices and reckless behaviour.	WP1, WP4, WP5, WP6, WP3, WP2, WP7	Establishment of control mechanisms that will consist of a close follow up of every activity, with a set of pre-defined Key Performance Indicators (number of impacts, number of tastings, articles published, number of visitors to events, level of trial and awareness...), physically auditing the activities (random visits), and regular online meetings with the subcontractors and the implementing body. Last but not least, penalty clauses will be included in the event of inappropriate performance as a prevention measure.
7	Entry barriers: shipping costs and time, warehousing and adaptation of product to meet local requirements and regulations.	WP1, WP4, WP5, WP6, WP3, WP2, WP7	In order to optimize costs and handle any delays, shipments will be planned ahead, when possible, grouped from origin or using importers samples already in destination. Information about customs (documentation for samples and import duties) and product requirements (packaging, labelling) will be updated regularly and taken into account beforehand.
8	Legal: Intellectual property rights in the agri-food industry.	WP1, WP4, WP5, WP6, WP3, WP2, WP7	Campaign not brand oriented and, indeed, aims to be an umbrella campaign to benefit all EU Gamacha/Grenache producers. As a consequence, there is no need to protect it as a trademark so every EU producer of the varietal can benefit from it.

TECHNICAL DESCRIPTION (PART B)

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HISTORY OF CHANGES													
Comment	Modification (including page number ¹)												
(1) Remove names of individuals and any other personal information from the DoA and leave only references to their functions and roles in the project.	Name of individuals and any other personal information has been removed from section 2.3 Project teams, staff and subcontractors, subsection: Project teams and staff (page 32), Outside resources (subcontracting, seconded staff etc) (page 33) of the DoA leaving only references to functions and roles in the projects.												
(2) Please update the version number and date on the cover page of the DoA.	The cover layout was updated according to the instructions provided and taking into consideration that some parts are automatically included by the system in DoA creation. Header updated from "EU Grants: Application form - Call: AGRIP2027 - AGRIP-MULTI-2021- AGRIP-PJG" for: 101045996 – GWine Asia 2022-24 (all pages)												
(3) In line with the ESR overall comments please revise WP5.2 as there are clerical errors in the calculation of seminar costs in China and South Korea. Pay particular attention to point 1.2 below this table: Check carefully all the costs and deliverables (and revise, if necessary) for each sub-activity for each year and eliminate any clerical errors. However, note that the overall budget amount of the proposal cannot be changes (i.e increased).	WP5.2 estimated budget (pages 56-58 calculation of seminar costs has been revised without finding any clerical error. Please note that, in China and South Korea seminars, the number of events is more than 1 and, consequently, the calculation should be done as follows: Costs = n° events*(sum of costs concepts listed) - For CN: $4*(600+300+1.000+700) = 4*2.600 = 10.400$ - For SK: $2*(1.000+400+1.200+900) = 2*3.500 = 7.000$ All the DoA calculations have been revised without finding any calculation errors.												
(4) Please include a table at the end of Part B after section 6 (before the detailed budget table) with the tables presented in form A of the proposal: - Budget allocation per target country (in %) and, - Increase of sales/exports, in EUR, of the proposing organisation on the target market estimated yearly sales at the end of the programme minus yearly sales before the start of the programme)	Both tables have been included as requested (page 72)												
Make sure that the structure of the work packages follows the detailed Budget Table and the structure introduced in the "Funding & Tender Opportunities" portal (see GAP guide sections 6.8 and 6.9). Please organise your project as follows:	The numbering of WP in DoA has been harmonised to match the ones in the system and the table. Deliverables names have been updated accordingly in Section 4. ACTIVITIES, WORK PACKAGES, TIMING AND SUBCONTRACTING, specifically Work Packages 1: Inception meeting report instead of Kick-off meeting report and removing "for" before year (page 45), Communication concept & tools report												
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th colspan="4" style="text-align: center;">101045996-GWine Asia 2022-24</th> </tr> <tr> <th style="width: 10%;">WP No</th> <th style="width: 40%;">WP Title</th> <th style="width: 30%;">DLV</th> <th style="width: 20%;">Time</th> </tr> </thead> <tbody> <tr> <td>WP1</td> <td>Coordination</td> <td>Inception meeting report</td> <td>M1</td> </tr> </tbody> </table>	101045996-GWine Asia 2022-24				WP No	WP Title	DLV	Time	WP1	Coordination	Inception meeting report	M1	
101045996-GWine Asia 2022-24													
WP No	WP Title	DLV	Time										
WP1	Coordination	Inception meeting report	M1										

¹ Please note that the page number corresponds with the current version of this document after all the modifications listed.

		Report on subcontracting	M3	instead of Communication concept report (page 52), Events report instead of Report on events (page 55,56,59 and 60), POS promotion & Promotion in online stores report instead of Report on POS activities (pages 66 and 68).
		Coordination report	M12, M24, M36	
		List of IPR rights	M12, M24, M36	
WP2	Public relations	PR report	M12, M24, M36	
WP3	Web site, social media	Website and social media report	M12, M24, M36	
WP4	Communication tools	Communication concept & tools	M3	
		Communication tools report (press kit, promotional merchandise, promotional videos)	M12, M24, M36	
WP5	Events	Events report (fairs, workshops, congresses, study trips, etc)	M12, M24, M36	
WP6	POS promotion	POS & Promotion in online stores	M12, M24, M36	
WP7	Evaluation of results	Evaluation report	M12, M24, M36	
(5) DoA: Please make sure to keep the Table of Contents with all subsections as it is now				Table of Contents has been updated with all sections (including History of changes) and current paging. (pages 2 to 5).
(6) Include the history of changes any other change made to the DoA. Please split all changes in different lines				As requested, section with History of changes has been included after the table of contents.
				Update of amounts of COO to match the ones stated in the Funding & Tender Opportunities portal: A. Direct cost personnel total: 277.025,64€ instead of ,61€ (consequently 92.342,88 per year instead of ,87) and BEN 118.726,53€ instead of ,56€ (consequently 39.575,51€ instead of ,52€) in chart under Section 4. ACTIVITIES, WORK PACKAGES, TIMING AND SUBCONTRACTING, Work Package 1: Project Coordination (page 44).
				Elimination of duplicated text in Section 4. ACTIVITIES, WORK PACKAGES, TIMING AND SUBCONTRACTING, Work Package 1: Project Coordination activities row (page 45). "They will interact with the several suppliers and implementing agency in order to ensure that the activities are according to the general promotion strategy, while taking into account the short/long-term dynamics in the market and the availability of subcontractors/implementing bodies in order to develop the time schedule of activities; they will apply the guidelines of the programme in order to define specific instructions before each activity is implemented; they will verify that the draft is according to those instructions; and they will apply corrective measures whenever is necessary to maximize of the

	project the impact in the target markets.”
(7) To avoid duplication and potential errors, please remove, the table with Continuous reporting – deliverable list. This will be automatically generated from the system I DOA Part A	As requested, the table with Continuous reporting – deliverable list has been removed (previously in Section 2.5 Project management, quality control and monitoring — Evaluation methods and project indicators)
(8) As discussed before and agreed by your organisation, we will I encode then in the GA data sheet section 4.4 Recoveries (art 22) [OPTION 2: Unconditional joint and several liability of other beneficiaries — up to the maximum grant amount for the action]. To complement and justify this decision, that prevents the organisation to submit a financial guarantee, I would appreciate if you could further explain the sources of funding of the organisation (do you have member fees?). You can submit clarifications in reply to this message.	<p>We confirm that, as in all the previous shared programs between the proposing organizations the option chosen is unconditional joint and several liability and it will be included in the corresponding Consortium agreement.</p> <p>Also included in the Consortium Agreement and, as explained under section 2.6 Cost effectiveness and financial management (page 40) we do have member fees as part of the sources of funding of the program:</p> <ul style="list-style-type: none"> - Pre-financing by REA: - Own funds by the proposing organization’s members: By the beginning of each activity year, co-beneficiaries will transfer the 20% contribution to the program’s bank account: 10% from Garnacha Origen and 10% from CIVR. - Bank credit line / loan account: to cover the remaining needs of liquidity until the beneficiaries receive the interim and balance payments from REA.
(9) In addition, I confirm the starting date as from 01/04/2022 as requested and justified in your message dated 18th October.	Thank you for taking into consideration our request to change the starting date to 01/04/2022.
(10) Please review the figures in the last table Increase of sales/exports, in EUR, of the proposing organisation on the target market (estimated yearly sales at the end of the programme minus yearly sales before the start of the programme): We understand that the proposing organisation objective is not sales, we understand also that in section 3.1 the figures presented are at Member State level. We invite you to revise the figures as the increase of sales of the proposing organisations (the full consortium – both partners- including their members). The figure should represent who will benefit directly from this campaign excluding other organisations for the same sector not directly linked to this project consortium. Please include only on column.	<p>The last table has been updated to include only one column which figures represent only the increase of sales/exports, in EUR, of the proposing organisation (the full consortium – both partners- including their members) on the target markets (estimated yearly sales at the end of the programme minus yearly sales before the start of the programme).</p> <p>Please note that the proposing organizations figures: expressed in the same format than in table section 3.1, would be:</p> <ul style="list-style-type: none"> · Baseline (2019): 71.394,69 HI and 11.495.610,94 euros · Variation: (2022-2024): Proposing organisations - 200,47 HI and 57.478,05 euros. · End of programme (2024): Proposing organisations 71.194,22 HI and 11.553.088,99 euros. <p>We are aware that the increase may seem low but several factors have to be taken into consideration that do explain this number:</p> <ul style="list-style-type: none"> - Source of data: This data is obtained by the members of the two project partners that share them voluntarily if and when available. Each one applies different methods and criteria to calculate

them and, sometimes, do not provide information for all the markets/years. All these circumstances compromise the accuracy and precision of the overall amounts.

- Baseline year: The initial year chosen to do the calculations was 2019, a “standard” year (and indeed a good one) for the wine sector. 2020 was not considered adequate as it showed a particular status and figures due to the pandemic negative effect (Wine volumes were down almost 20% in China 2019-2020, with the volume of imported wine seeing a decrease of more than 30%, according to IWSR data) that can't be extrapolated to represent the normal situation of the market (nobody forecasted the pandemic and its effects to last this long). Thus, the increase not only absorbs all the negative impact of COVID 19 in the wine sector (in consumption, exports in volume and price) in 2020 and following years until 2024 but it is also calculated taking into consideration a good year for the sector with positive figures as a starting point.

As mentioned in previous communications in the Participant Portal and by email, they have been submitted only after a specific request for them was received as this type of data can't be directly measured by the independent evaluation body and only obtained thanks to the data provided directly by the members of the proposing organizations. Therefore and, as done now with the GAP, the proposing organizations will try their best to have this data ready towards the end of the campaign but, as it depends on others, we cannot guarantee when it will be available or shared with us.

For all the above mentioned reasons and in order to provide an impact of the program objectively calculated based on official data obtained by official sources and processed by the independent evaluation body, figures at state level (France, Spain) and EU -27 are stated in the GA. Consequently, Section 1.2, still shows the most objective figure to measure and ensure an impact at EU level and it's quantified on the level of the Member State of the proposing organizations (SP & FR).

PROJECT SUMMARY

Project summary

European Garnacha/Grenache Quality Wines (2022-2024 program) aims to increase the market share of Union agricultural products and certain food products (monovarietal² wine with PDO/PGI quality schemes), specifically focusing on those markets in third countries that have the highest growth potential, by enhancing the consumption of EU Garnacha/Grenache quality wines in Asia (China, Taiwan, Japan and South Korea), improving exports, consumer trial and market share indicators.

1. RELEVANCE

1.1 Background and general objectives

Background (proposing organisation/s and products or schemes to be promoted) and general objectives

The proposing organisations are: **Conseil Interprofessionnel des Vins du Roussillon** and **Asociación para la Promoción del Vino de Garnacha/Garnacha Origen**. They represent an important share of the production and exports of quality wine in France and Spain, the two largest producers in Europe. They also represent³ a major share of the production of Garnacha/Grenache varietal quality schemes wines and have been key in promoting the grape as a quintessential European variety. The two organizations represent the diversity (one of the variety's main characteristics) of European Garnacha/Grenache wines, as they are renowned producers of sweet, fortified, white, rosé, red and even sparkling Garnacha/Grenache wines.

Conseil Interprofessionnel des Vins du Roussillon (CIVR) - Beneficiary

- **Inter-trade organisation, established at Member State (France) holding recognized AOP (Appellation d'Origine Protégée) and IGP (Indication Géographique Protégée) including 14 AOPs** (Appellations d'Origine Protégée): Collioure, Côtes du Roussillon, Côtes du Roussillon Villages, Côtes du Roussillon Villages les Aspres, Côtes du Roussillon Villages Camarany, Côtes du Roussillon Villages Latour de France, Côtes du Roussillon Villages Lesquerde, Côtes du Roussillon Villages Tautavel, Maury Sec, Rivesaltes, Maury, Banyuls, Banyuls Grand Cru and Muscat de Rivesaltes, as well as **3 IGPs** in Southern France: Côtes Catalanes, Côte Vermeille and Pays d'Oc.
- Vineyards cover 18,932 Ha (67% in AOP) with a maximum average yield of 31 hl/ha (which assures high quality, as the average yield of all French AOPs vines is 60 hl/ha). The total average production (the last 5 years) is 666,500 hectolitres per year. Of that, 121,800 hl is Vins Doux Naturels (Fortified Sweet Wines), 280,900 hl is the appellations AOP dry wines and 224,450 hl is the IGP wines and 39 350 hl for "others" (juices, mistelles, VDF). Roussillon has around 2,171 wine growers families. Vineyards are generally small, averaging 9 ha (23 acres) in size, and 90% of them are managed by their owners.
- As a main vinicultural region, 58% of the agricultural areas of Roussillon are planted with vines. CIVR represents 2% of the vineyards production in France, and approximately 6% of the Grenache planted in French PDO. It produces White, Rosé, Red, and, also, Vins Doux Naturels. Grenache represents approximately 38% of the planted surface in Roussillon.
- Last but not least, China has become CIVR's #1 wine destination in terms of value and #2 for volume (16% & 18%, meaning € 3,3 M and 1 M bottles).

Asociación para la Promoción del Vino de Garnacha/Garnacha Origen - Coordinator

- As an **Association of producers established at a Member State (Spain) Garnacha Origen includes 5 PDO (Protected Designations of Origin)**: DO Somontano, DO Terra Alta, DO Cariñena, DO Calatayud and DO Campo de Borja), together with other stakeholders such as individual producers, agricultural research institutes like CITA (Agrifood Research and Technology Centre of Aragón) and other public organizations like AREX

² Monovarietal and other Garnacha/Grenache blends.

³ Information regarding representativeness and turnover and other data are available under Annex IV - Representativeness & legal entity.

(Aragón's Foreign Trade and Invest Agency).

- It was founded in 2014 in order to promote Garnacha based quality PDO wines and it is the **largest Garnacha wines promotion organization in Spain and the EU**. All of the wines promoted by Garnacha Origen must be under a PDO quality scheme and be monovarietal Garnacha wines (>85% of their content, according to European rules).
- Garnacha Origen's five PDOs cultivate 33,656 hectares of vineyards⁴ and produce 750,000 Hl of wine, with an average yield of 20 hl/ha. There are around 5,500 winegrowers and 144 wineries in the regions. The main varieties in these regions are red Garnacha (in the four PDOs from the region of Aragón) and white Garnacha (in Terra Alta, the Catalanian PDO).
- The five appellations represent 10.23% of bottled wine Spanish exports⁵, being the target markets of the programme the destination of 6.5% of their total production, specially China and Japan. The export market represents 56,6% of their sales, higher than the average 43% of the total Spanish PDOs.
- They produce Red Garnacha (mainly in the 4 PDOs from Aragón), Rosé and White Garnacha (mainly in PDO Terra Alta) as well as sparkling under PDO Cava. Garnacha is by far the main variety in these PDOs, representing over 40% of their vineyards (other varieties are Tempranillo, Cabernet Sauvignon or Syrah). **Together, they produce 38% of the Garnacha PDO wines in Spain and, specifically, Terra Alta produces 80% of the White Garnacha from Spanish PDOs.**

Products or schemes that will be promoted or informed upon by the action: wine with a Protected Designation of Origin (PDO) and/or Protected Geographical Indication (PGI) and carrying an indication of the wine grape variety (Garnacha/Grenache). **CN code of the products:** 2204 21⁶.

- 2204 21 06 — With a Protected Designation of Origin (PDO)
- 2204 21 07 — With a Protected Geographical Indication (PGI)

Garnacha (a.k.a. Grenache) has historically been the traditional variety in both proposing organizations' regions and, in spite of the introduction of other grapes during the 20th Century, it is still the main variety. After many years of uprooting thousands of hectares of low-yielding old Garnacha vines, producers have recently rediscovered their value and have started a trend going back to their roots, promoting origin, authenticity and information on European production standards, quality, traceability and safety in the international markets with great success.

With over 1 million ha, **Spain** is the largest worldwide vineyard area, representing 6,500 million euros in sales each year and 24,000 direct jobs⁷ followed by **France** (794,000 ha). France is the top EU PDO wine producer (13.0%), followed closely by Italy (9.4%) and Spain (8.3%).⁸ It is commonly scientifically accepted that Garnacha/Grenache was born in the regions that the proponents represent, and then expanded across Mediterranean Europe, making it the **quintessential European Mediterranean variety**.

Garnacha/Grenache is one of the top 5 varieties in Europe⁹, which together account for 29% of the total production (the remaining 71% is split among more than 200 grape varieties). **Europe is the leading Garnacha/Grenache producer in the world** (92,8% of the production is European, compared with 39% for Cabernet or 70% for Merlot). **Garnacha/Grenache is the grape with more significant presence in more than one European country** (90,000 ha in France, 70,000 in Spain, 6,000 in Italy...), and the only **major European grape where the top three producers are European countries¹⁰**.

Grape varieties are very important in many New World markets. **Europe has lost its positioning as the "owner" of many European varieties**, as they have become the flagship of New World producers, like New Zealand with Sauvignon Blanc, United States of America with Cabernet Sauvignon or Argentina with Malbec. The proponents believe that the points above set **Garnacha/Grenache as a good candidate to help European appellations position themselves as the "owners" of some varieties in markets where "grape variety" is the first**

⁴ Data extracted from PDOs Somontano, Terra Alta, Cariñena, Calatayud and Campo de Borja harvest reports.

⁵ Data extracted from Spanish Ministry of Agriculture, Food and Environment harvest reports.

⁶ CN Code obtained from Commission Implementing Regulation (EU) 2020/1577 of 21 September 2020 amending Annex I to Council Regulation (EEC) No 2658/87 on the tariff and statistical nomenclature and on the Common Customs Tariff.

⁷ Mercasa – MAGRAMA (2016): *Alimentación en España 2015: Vino y Mosto*.

⁸ OeMV (2016): *El Vino en Cifras*.

⁹ Anderson, K. & Nelgen, S. (2020): "Which winegrape varieties are grown where?" (Revised Edition), *University of Adelaide Press*.

¹⁰ University of Adelaide (2016): *Database of Regional, National and Global Winegrape Bearing Areas by Variety, 2000 and 2010*.

consumer decision variable. If Garnacha/Grenache is successful (like the efforts in the last years have been), other producers could start similar campaigns with other traditionally European varieties.

Last but not least, the project *European Garnacha/Grenache Quality Wines ASIA Multi 2022-24* contributes to the climate and environmental ambition of the Common Agricultural Policy (CAP), the Green Deal and most importantly Farm to fork strategy and, particularly, regarding sustainability of production according to the Food and Agriculture Organization of the United Nations (FAO)'s definition of **sustainable agriculture**¹¹:

- They **reduce the vulnerability of the agriculture sector to adverse natural and socio-economic factors and other risks, and strengthen self-reliance.**
- Given the abovementioned **Geographical Indications** included under the proposing organizations are located in depopulated rural areas, they **provide durable employment, sufficient income and decent living and working conditions** for all those engaged in Garnacha/Grenache agricultural production.
- They maintain and, where possible, enhance the productive capacity of the natural resource base as a whole, and the regenerative capacity of renewable resources, without disrupting the functioning of basic ecological cycles and natural balances, destroying the socio-cultural attributes of rural communities, or contaminating the environment.
- Specifically, and regarding European's Commission' Farm to Fork Strategy ("aims to accelerate our transition to a sustainable food system that should: have a neutral or positive environmental impact; help to mitigate climate change and adapt to its impacts; reverse the loss of biodiversity; ensure food security, nutrition and public health, making sure that everyone has access to sufficient, safe, nutritious, sustainable food; preserve affordability of food while generating fairer economic returns, fostering competitiveness of the EU supply sector and promoting fair trade") and the European Green Deal:



- **European Garnacha/Grenache is arguably the Most Eco-Friendly Grape in the World, as noted at the World Climate Change and Wine Conference** with Kofi Annan in Marbella in 2011, given its **resistance against withstand heat and drought conditions**. It is **extremely drought resistant** and adapts easily to different soil types¹².
- Garnacha/Grenache is one of the most planted¹³ on warm and hot climate regions and on the top 10 global areas within the ideal GST range for premium winegrapes.
- The vine's strong roots grow deep into subterranean resources and don't depend on rainwater or irrigation (where permitted or not) as heavily as many other vines do.
- Natural conditions in the proponent's appellations include **extreme winds, water stress and hot temperatures**. As its motherland (Garnacha seeds and leaves have been carbon dated back to 153 BCE) the European varietal has stood the test of time and conditions, enabling producers to use the originally diverse clones (**biodiversity**) as well as very **few and natural treatments** around the vine's life cycle. It starts in the vineyard with Garnacha/Grenache not needing much human intervention, much less chemical intervention. The European birthplace of Garnacha/Grenache is thriving among growers farming under the principles of sustainable, organic and biodynamic principles.

In conclusion, and as per the above mention reasons, this approach and the products to be promoted can be **effective in promoting EU sustainability goals within the EU and in third countries**, specifically by protecting soils through minimising the use of chemical pesticides, minimising water pollution and consumption, reducing the use of antimicrobial substances, enhance rural areas resilience and help fighting climate change.

1.2 Market analysis and specific project objectives

Market analysis and specific objectives

Aligned with the macroeconomic analysis of the Commission's services and EU priorities for third markets, this proposal is addressed at China, Taiwan, South Korea and Japan.

¹¹ Sustainable development has been defined by FAO as "the management and conservation of the natural resource base, and the orientation of technological and institutional change in such a manner as to ensure the attainment and continued satisfaction of human needs for present and future generations. Such sustainable development (in the agriculture, forestry and fisheries sectors) conserves land, water, plant and animal genetic resources, is environmentally non-degrading, technically appropriate, economically viable and socially acceptable" (FAO Council, 1989).

¹² International Organisation of Vine and Wine - OIV (2017): *Distribution of the world's grapevine varieties*.

¹³ University of Adelaide Press (2020) *Op. cit.*

Covid- 19⁵⁶, has heavily impacted the wine industry, with a decrease in trade, but more importantly, the pandemic has turned the on-trade channel upside down, which is key for the higher-value wine trade. It has also caused the loss of market share of EU wines in international markets. The future of the European wine market will depend on its ability to recover from the crisis in the coming years. More precisely, China was the first country impacted by Covid-19 and was also the first country to come out of the emergency. Since the 2018 crisis, wine imports have declined, and the pandemic has accelerated this phenomenon: - 50% of wine imports in April and May 2020, and over the **first 6 months of 2020 a total decrease in imports of 30%**. However, some markets, like South Korea, have maintained their positive trend despite. In China, 44% of consumers believe that they will continue to live and consume as they did before the pandemic, while 29% predicts to reduce their consumption behaviours.

Final Overview: the Asian Market

As a result of the previous detailed analysis and SWOT synthesis, marketing strategies proposed will be optimized. The main ideas to be taken into account when promoting EU Garnacha/Grenache in the targeted countries are:

Strengths	Weaknesses
<p>Being new: EU Garnacha/Grenache can become a trend for new Asian potential consumers, who usually look for different experiences and knowledge about exotic grapes and regions (with an additional good price-quality ratio).</p> <p>European wine enjoys good reputation and the Mediterranean culture is being proliferated successfully within the off-trade channel.</p> <p>EU trade agreements with different regions.</p> <p>Consumers to associate the campaign image with Europe, wine and quality.</p>	<p>Low knowledge and awareness of Garnacha/Grenache.</p> <p>Low recognition of quality schemes (PGI/PDO).</p> <p>European producers are in a vulnerable position regarding grape variety and structure:</p> <ul style="list-style-type: none"> ● Grape variety: There are <u>no mainstream grape varieties clearly associated with Europe</u>. ● Structure: Winery size is key to support the marketing effort needed to develop brands that are relevant to the final Asian consumer. European producers lack the size, financial and operational capabilities to do this.
Opportunities	Threats
<p>Collaboration with market stakeholders to shorten intermediaries.</p> <p>Getting in touch with new e-commerce platforms.</p> <p>Main hubs & cities, as well as 2 & 3-Tier cities.</p> <p>Adapt to Asian consumers' preferences:</p> <ul style="list-style-type: none"> ● Product presentation: wide variety of formats, attractive colourful bottle design, English/local language labels and Region descriptions. ● Promote softer, fruitier and "warmer" wines (which can be more robust for Taiwan). ● Encourage pairings with traditional Asian/local food. 	<p>Evolution of COVID-19 pandemic & impact in trade relations.</p> <p>Competition is sharp and intensifying dramatically due to wider access to distribution channels. Supply grows faster than demand. Competitors already established in the market.</p> <p>Arising competition of domestic wines and New World Wines like Australia and Chile (FTAs 2015). South Africa, Argentina and New Zealand are emerging.</p> <p>Very expensive promotional costs: language and entry barriers (diminishing) and adaptation to Asian consumer taste require follow-up and efficient management.</p>

The **challenge** for European Garnacha/Grenache in the next years is to become a mainstream grape variety, allowing European wines to obtain the same impact as New World Wines with a grape variety approach. European wineries can deal with these disadvantages combining the effort of many producers and regions (GIs) in order to build bigger umbrella brands around European grapes like Garnacha/Grenache. In the last years, the proponents have proved that they are willing and able to do it.

⁵⁶ Park, J. (2020): *El consumo de vino sigue siendo una prioridad para el consumidor internacional en la era Covid-19*. Available at: <http://www.ptvino.com/es/el-consumo-de-vino-sigue-siendo-una-prioridad-para-el-consumidor-internacional-en-la-era-covid-19/> (Last accessed: on April the 15th, 2021).

SMART Objectives

The proposed campaign has defined SMART⁵⁷ objectives based on the insights of the previous analysis and aligned with the general and specific objectives set out in Article 2 and 3 of Regulation (EU) No 11 1144/2014. The expected ultimate impact is to enhance the competitiveness and consumption of Union agri-food products, raise their profile and increase their market share in these targeted countries. As a result, the general objective is to enhance the competitiveness, consumption and market share of EU quality wines, specifically those produced with Garnacha/Grenache varietal. Specifically, the **main action objectives** for the period (3 years) of the campaign are the following by order of priority:

1. **To increase the market share of Union agricultural products and certain food products, specifically focusing on those markets in third countries that have the highest growth potential, by enhancing the consumption of EU Garnacha/Grenache quality wines in Asia** (China, Taiwan, Japan and South Korea), improving exports, market share and penetration indicators.
 - **Market share:**
 - Indicator: As previously mentioned, EU-27 producers have been gradually losing market share against New World Wines, that's why this multi program aims to maintain EU wines' leading position.
 - Target: to **help maintaining world's #1 exporter in Asia both in terms of volume and, specially, value** by the end of 2024.
 - **Consumer trial share:**
 - Indicator: % of regular Asian wine consumers (once per month or more) who **have tried Garnacha/Grenache wines** in the previous 6 months.
 - Target: An increase of +5% in the current trial share.
 - **Macroeconomics:**
 - Indicator: **EU-27s exports to China, Taiwan, Japan and South Korea**, as well as at a Member State level (Spain & France) in terms of value and volume⁵⁸.
 - Target: An increase of 0.5%, from 2019-2020 data, meaning:
 - France: 6.033,16 hectoliters and 5.267.629,13 €.
 - Spain: 2.442,73 hectoliters and 724.221,52 €.
 - **Total EU-27: 12.243,65 hectoliters and 7.912.859,33 €, (resulting on ROI of 2,64)⁵⁹.**
2. **Enhance the competitiveness of EU Garnacha/Grenache quality wines, by increasing awareness as an EU agricultural product and raising their profile in high growth third countries (Asia)**, improving the indicators in consumer surveys of 1) association with Europe as the main producer and 2) evaluation as a quality product.
 - **Association of Europe as the main producer:**
 - Indicator: % of regular wine consumers (once per month or more) that mention EU members when asked about Garnacha/Grenache producing countries.
 - Target: Above 35%.
 - **Evaluation of European Garnacha/Grenache as a quality product:**
 - Indicator: average quality score (0 to 10) of EU Garnacha/Grenache wines from regular wine consumers who have mentioned EU members as producers.
 - Target: Above 7,5 points.

These objectives are in line with the promotion regime listed in Art. 2 and 3 of the Regulation 1144/2014. They also are in line with the priorities of the 2021 annual work programme for multi programmes in third countries. Furthermore, the objectives have been estimated to be achievable, given the experience of the applicants in similar third country programs.

⁵⁷ SMART: specific, measurable, achievable, result-focused and time-bound.

⁵⁸ Extracted from European Commission (2020): *Wine Trade Database* (CN 2204 21 06 & 2204 21 07). 2019 – 2020 totals:
 France: 1.206.631,08 hl and 1.053.525,83 thousand euros.
 Spain: 488.545,22 hl and 144.844,30 thousand euros.
 EU-27: 2.448.730,96 hl and 1.582.571,87 thousand euros.

⁵⁹ Taking into account the total program investment = 3.000.000 €.

1.3 Complementarity with other actions — EU dimension

Complementarity with other actions (including continuation of previous campaign/s)

This project would be a continuation of previous co-financed 825940 - G ASIA - AGRI-MULTI-2018 Program with 3,6 Mio € budget in Asia (China, Hong Kong, Taiwan, Singapore, Japan and South Korea) given the dramatic impact of EU-27 exports to the target markets during the pandemic as mentioned during the previous section (Asia's wine imports have declined, and the pandemic has accelerated this phenomenon in the main market, China, with a drop of -50% of wine imports in April and May 2020 and, over the first 6 months of 2020, a total decrease in imports of 30%). Additionally, given the uncertain Hong Kong political situation before COVID-19 hit the area, both HK and Singapore have been eliminated, concentrating the resources efficiently in 4 target markets.

Parallely, 874648 USA 2020-2022 AGRI-MULTI-2019 Program with 3,4 Mio € budget is based on a similar concept and action strategy, which enables a global awareness that reinforces multidirectional synergies. Last but not least, members of both beneficiaries have ongoing CMO projects on their own in Asia, but with a commercial focus that would complement such a generic 360° project.

EU dimension

The proposing organizations are aware that a campaign focused on the European variety Garnacha/Grenache will benefit not only their interests but also result on an important collateral effect on many other European Garnacha/Grenache producers in several countries. The proposing organizations are confident about the fact that a general effect on Garnacha/Grenache sales will be beneficial for them due to their representativeness in the EU winemaking sector for Garnacha/Grenache:

- Garnacha/Grenache is the mainstream European grape (among the top 3 quality wine grapes in the EU) ...
 - ✓ ... more predominantly planted in Europe (with significant presence in more than one country).
 - ✓ ... with no significant presence out of Europe.

Top 10 EU quality wine varieties by Ha and top 3 producing countries (% of world's Has)⁶⁰

Rank	Grape Variety	World Ha	EU Ha	EU %	#1	#2	#3
1	Tempranillo	232.544	225.174	97%	Spain 89%	Portugal 7%	Argentina 3%
2	Merlot	267.215	186.789	70%	France 43%	Italy 10%	United States 9%
3	Garnacha/Grenache	192.455	178.628	93%	France 50%	Spain 39%	Italy 4%
4	Cabernet Sauvignon	288.781	112.789	39%	France 19%	Chile 14%	United States 12%
5	Trebbiano Toscano	111.549	107.646	97%	France 75%	Italy 20%	Argentina 2%
6	Syrah	184.834	99.335	54%	France 36%	Australia 23%	Spain 11%
7	Chardonnay	199.632	85.519	43%	France 23%	United States 20%	Australia 14%
8	Bobal	80.120	80.120	100%	Spain 100%		
9	Sangiovese	77.810	73.219	94%	Italy 92%	Argentina 3%	France 2%
10	Monastrell	69.748	67.839	97%	Spain 84%	France 13%	Australia 1%

- The term European Garnacha/Grenache will always be used in the communication reflecting the product as an EU multi-country variety.
- The main objective of the programme implemented in Asia will have effect on increased competitiveness and consumption of Garnacha/Grenache wines on a European level (especially in France, Spain and Italy, but also in other producing countries like Greece):
 - The campaign focuses on one European product (Garnacha/Grenache PDO/PGI wines).
 - The goal is to position European wine producers (in general) as the experts on Garnacha/Grenache among Asian trade, KOL and consumers. The focus on specific countries and appellation only comes at a secondary level.

⁶⁰ Extracted from Anderson, K. and N.R. Aryal (2016): "Database of Regional, National and Global Winegrape Bearing Areas by Variety, 2000 and 2010", *University of Adelaide Wine Economics Research Center*.

The campaign will increase the awareness and commercialization of European production standards, quality and safety standards applicable to European food products, European dietary practices and culture. This increased awareness of the quality symbols will help quality producers all over Europe. The 19 proponent PDOs and 3 PGI members will underline messages related with the guarantees provided by the European origin, for example:

- The cultivation and production traditions and quality are guaranteed by the EU quality symbols system.
- There are specific rules in each appellation that provide consistent standards for the consumer (for example, the minimum age for a vine to be considered “old vine”, the number of months that the wine has to spend in oak barrels, the limits to blending grapes, etcetera).
- The EU and the GIs have specific rules related with labeling a wine as a monovarietal Garnacha/Grenache, and the procedures to guarantee traceability, safety and sustainable procedures.

The 19 PDOs and 3 PGIs from two Member States will obtain synergies from their collaboration. They will contribute with their resources to one common objective that would be very difficult to reach for each one of them separately. Furthermore, the participation of two Member States will underline the fact that Garnacha/Grenache is a cross-national European variety. The successful implementation of the programme could help European producers of other typically European varieties to launch similar collaborative campaigns in markets where this is a key purchasing decision.

After decades of consolidation, **New World** producers have gained a relevant average size, which has helped them build strong brands, investing heavily in marketing and sales activities. European wines have traditionally followed a strategy of using appellations and countries of origin as umbrella brands, but they have not significantly used grape varieties as a relevant message in their communication. Furthermore, the average size of European wineries is much smaller than New World wineries, which makes it difficult for them, except for a minority, to reach the economies of scale necessary to market directly to consumers and build strong brands.

European producers have on their side the advantage of being the **origin of wine history and tradition**. This is reflected in their authenticity, their history, and in the diversity of their wine styles. On top of that, the cultivated surface of some European grapes, like Garnacha/Grenache, is much higher (192,455 Ha, of which 178,628 in Europe) than other grapes that have become mainstream in the world market (Zinfandel with 32,755 Ha worldwide, Syrah 184,834 Ha, Sauvignon Blanc 111,549 Ha, Pinot Noir 98,744 Ha, or Malbec 40,663 Ha). As a result, there is an **opportunity** for European wines to become the “owners” of **traditional European varieties** using the “**Enjoy! it’s from Europe**” visuals together with the quality schemes (PDO & PGI) in order to reinforce the quality and authenticity of the EU varietal wines.

The challenge for European Garnacha/Grenache in the next years is to become a mainstream grape variety, allowing European wines to obtain the same impact as New World Wines with a grape variety approach. European wineries can deal with these disadvantages combining the effort of many producers and regions in order to build bigger umbrella brands around European grapes like Garnacha/Grenache.

As previously described, the project impact has been established in terms of cross-border impact, and as *Section 2.1 Concept and action strategy* will detail, messages have EU dimension by disseminating information on European production standards, quality, traceability and safety standards applicable to European products, European dietary practices and culture; raising awareness of European products among the general public and in trade sectors; providing synergies between organizations in more than one Member State and, last but not least, promoting the image of European products on the international markets.

The project messages will also reinforce the Common Agricultural Policy (CAP), the Green Deal and Farm to fork strategy, particularly, regarding sustainability of production. The particularities of Garnacha/Grenache contribute in several CAP indicators such as environment and climate change thanks to its adaptability to soils (soil quality preservation), climates with extreme winds, water stress (water quality and availability) and hot temperatures as well as biodiversity as it requires few and natural treatments. Also generates jobs and growth in rural depopulated areas and agriculture sector resilience given that wines under PDO/PGI schemes are a quality product that adds value in agriculture, increases productivity and is market oriented as it has something unique to offer.

2. QUALITY

2.1 Concept and action strategy

Concept and action strategy

In order to succeed, the action strategy has been designed related to objectives and according to specific criteria:

➤ Target groups:

In order to gain communication efficiency, the strategy will **focus on consumers segments** more open to wine information and recommendations to try new wines. Even though the campaign will probably impact all segments of consumers, the activities have been designed to prioritize influencing stakeholders and to adapt to target segments: activities are designed around the conduct of the target segments (sources of recommendations, purchasing behaviour...).

Potential consumers segments described in Section 2 will be reached directly and via **engagement with key players/stakeholders** (wine professionals: importers, distributors, wholesalers, staff, etc. and influencers in each country, mainly media, and sommeliers) in order to maximize the impact of the program's investment.

➤ Communication mix:

The campaign's organization and coordination has been designed to optimize resources and for an **efficient execution**. Facing such a plural geographical focus, playing with multiple countries and languages, the proposing organizations will work with a single implementing body to make sure the strategy is successfully implemented, avoiding the creation of a chaotic management of the program.

Moreover, the planned activities gain intensity and reinforcing each other thanks to the **synergies** that the **segment focus** (consumer and stakeholders/key players), **time focus** as several activities take place at the same time (seminars during trade fairs, etc.) and **geographical focus** creates. In a big market like Asia, which is also very fragmented geographically, it is much more effective to reach a minimum awareness threshold by focusing on specific markets, which we have already defined: China, Japan, South Korea and Taiwan. To maximize the effort on each region, we will target the biggest growth potential areas. The geographical markets have been prioritized by the volume and value of imported wines and by their openness to trade. There are different areas of action: Main city/capitals and metropolitan areas on-trade and off-trade main cities (Shanghai, Beijing, Guangzhou, Shenzhen, ...) as well as 2 & 3-Tier cities.

➤ Adaptation to each target market:

Given the language and cultural differences (among others) are very specific to each region, a custom-made strategy has been designed:

Japan	Targets	<p>1. Women and young people. These consumers have a clear preference for imported wines. Young consumers aged 20 to 34 say they choose wine first because they see it as a drink of choice, to be consumed on a daily basis. These wine lovers usually consume less beer.</p> <p>2. Amateurs and sommeliers. <i>Sommellerie</i> is very important in Japan. There are 8,000 professionals and amateur sommeliers. Those who practice it as a profession hold significant influence on importers, especially those practicing it in 5-star hotels or Michelin star restaurants.</p>	
	Geographical areas	<p>Our program will prioritize geographical areas with the highest concentration of imported wines and with trade that is more open. Some activities will take place outside of those areas, to take advantage of some marketing opportunities.</p> <p>The Tokyo, Yokohama and Osaka regions account for nearly 60% of wine sales, although real opportunities exist in secondary provincial cities. It is the younger generation that drives the wine market in Japan.</p>	<p>Tokyo: 13,900,000 inhabitants.</p> <p>Yokohama: 3,700,00 inhabitants.</p> <p>Osaka: 2,600,000 inhabitants.</p>

Goals	<p>G.O.1: Increase EU-27's exports to Asia (value and volume). Market share: maintaining world's #1 exporter in Asia. Consumer trial share.</p>	<p>Japan is the most mature market in Asia. Knowledge about wines is higher than the other Asian countries. But the awareness of Garnacha/Grenache is low. Wines that are consumed outside of the home are present in the many restaurants, usually specialized in Western cuisine, or in specialty bars. Some consumer habits are now firmly rooted in Japanese customs and most wines are consumed at home. In this sense, the consumption of wines at low cost is becoming more important. Most wine lovers still supply themselves from supermarkets, "discounters" and department.</p>
	<p>G.O.2: Association of Europe as the main producer. Evaluation of European Garnacha/Grenache as a quality product.</p>	<p>Considering the low awareness of Garnacha/Grenache in China, our 1st target, segments of consumers, cannot be reached without supporting our 2nd target, wine professionals (stakeholders). The campaign will increase awareness through Communication tools, Stands at trade fairs, study trips, seminars and b2b meetings, other events and in-store tastings, to our two levels of targets: final consumers and wine stakeholders (buyers, sommeliers, etc.). Events will increase awareness to our targeted professionals only if they are tailored to them, helping them in turn to deliver a more detailed information to our 1st target: the consumers.</p>
		<p>Communication tools (materials & giveaways) Stand at trade fairs Seminars and B2b meetings Study trip to Europe Other Events: Tasting meals and tasting events with stakeholders (somm, buyers & consumers) In-store tastings</p>

Taiwan	Targets	<p>The Taiwanese market's profile is quite similar to Korea's, in terms of consumer profiles and evolution, partly due to US influence. Also, like Korea, Taiwan's wine market possesses strong potential. Taiwan is also witnessing an emerging sommelier position.</p>	<p>1. Young generation and women. The growth of the Taiwanese wine market can be attributed to women, and young people born between 1980 and the mid-1990's. Our program will prioritize geographical areas with a high concentration of imported wines and with trade that is more open. Some activities will take place outside of those areas, to take advantage of some marketing opportunities.</p>				
	Geographical areas	<p>Our program will prioritize geographical areas with a high concentration of imported wines and with trade that is more open. Some activities will take place outside of those areas, to take advantage of some marketing opportunities.</p>	<p>12 million people are living in 5 cities, representing more than 50% of the total population.</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td>1. Taipei: 7,871,900 inhabitants.</td> </tr> <tr> <td>2. Kaohsiung city: 1,519,711 inhabitants.</td> </tr> <tr> <td>3. Taichung: 1,040,725 inhabitants.</td> </tr> <tr> <td>4. 2 & 3-Tier cities: Tainan: 771,235 inhabitants and Taoyuan: 402,014 inhabitants.</td> </tr> </table>	1. Taipei: 7,871,900 inhabitants.	2. Kaohsiung city: 1,519,711 inhabitants.	3. Taichung: 1,040,725 inhabitants.	4. 2 & 3-Tier cities: Tainan: 771,235 inhabitants and Taoyuan: 402,014 inhabitants.
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Goals	<p>G.O.1: Increase EU-27's exports to Asia (value and volume). Market share: maintaining world's #1 exporter in Asia. Consumer trial share.</p> <p>G.O.2: Association of Europe as the main producer. Evaluation of European Garnacha/Grenache as a quality product.</p>	<p>Considering the low awareness of Garnacha/Grenache, our 1st target, segments of consumers, cannot be reached without supporting our 2nd target, wine professionals (stakeholders). The campaign will increase awareness through Communication tools, study trips, seminars, in-store tastings, and other events, to our two levels of targets: final consumers and wine stakeholders (distributors, buyers, sommeliers, etc.). Events will increase awareness to our targeted professionals only if they are tailored to them, helping them in turn to deliver a more detailed information to our 1st target: the consumers.</p>					
		<p>Communication tools (materials & giveaways) Seminars Study trip to Europe Other Events: Tasting meals and tasting events with stakeholders (somm, distributors, buyers & consumers) In-store tastings</p>					

China	Targets	<p>1. Women and young people from wealthy families in the middle class are particularly important consumers: In 2016, 50% of Chinese wine consumers were between 25 and 44 years old. It is estimated that the 18-22 age group is already spending more than all other age groups on wine purchases. They like to share with friends, with family, and are influenced by Western culture in their daily lives. They are attentive to new information, and to new products that facilitate socialization.</p> <p>2. China-based Western expats and tourists. China-based Western expats are influencers for the native Chinese, and they often participate in events promoting Western products and have friends working in the wine industry. They are a good target-audience to receive information and then transfer it to domestic Chinese. Tourists are increasingly important; tourists come from around the world and are often wine consumers who stay at 4–5-star hotels when in China.</p>									
	Geographical areas	<p>Our program will prioritize geographical areas with a highest concentration of imported wines and with trade that is more open. Some activities will take place outside of those areas, to take advantage of some marketing opportunities (2nd-3rd tier cities), but our effort will focus on 3 specific areas. The consumption of Western products is mainly concentrated on the coastal zone, around and in the main cities of the country (Shanghai, Beijing and Guangzhou / Shenzhen).</p>	<table border="1"> <tr> <td style="background-color: #cccccc; text-align: center; vertical-align: middle;">Shanghai: 27,796,000 inhabitants.</td> <td>The municipality borders the provinces of Jiangsu and Zhejiang to the North, South and West, bringing a total population of 158 million.</td> </tr> <tr> <td style="background-color: #cccccc; text-align: center; vertical-align: middle;">Beijing municipality: 21,000,000 inhabitants.</td> <td>Beijing Municipality is surrounded by Hebei Province with the neighboring Tianjin Municipality to its Southeast, bringing a total population of 94 million.</td> </tr> <tr> <td style="background-color: #cccccc; text-align: center; vertical-align: middle;">Guangzhou-Shenzhen: 26,225,000 inhabitants.</td> <td>The total population of Guangdong province is 115 million.</td> </tr> <tr> <td style="background-color: #cccccc; text-align: center; vertical-align: middle;">2 & 3-Tier cities</td> <td>Slowing demand in first- and second-tier cities has forced some national wineries to turn their attention to emerging lower-tier cities, which provide a huge potential opportunity due to low product penetration. Such is the case of: Ningbo, Chengdu, Kunming, Harbin, Foshan, Zhengzhou, Dongguan, Nanjing, Qingdao, Tianjin, Hangzhou, Xi'a, Chongqing), 内蒙古呼和浩特Hohehot, 内蒙古包头, Baotou, 甘肃银川市, Yinchuan, Ganzhou, 江西南昌Nanchang, 湖北武汉Wuhan and 湖南长沙 Changsha, among others.</td> </tr> </table>	Shanghai: 27,796,000 inhabitants.	The municipality borders the provinces of Jiangsu and Zhejiang to the North, South and West, bringing a total population of 158 million .	Beijing municipality: 21,000,000 inhabitants.	Beijing Municipality is surrounded by Hebei Province with the neighboring Tianjin Municipality to its Southeast, bringing a total population of 94 million .	Guangzhou-Shenzhen: 26,225,000 inhabitants.	The total population of Guangdong province is 115 million .	2 & 3-Tier cities	Slowing demand in first- and second-tier cities has forced some national wineries to turn their attention to emerging lower-tier cities, which provide a huge potential opportunity due to low product penetration . Such is the case of: Ningbo, Chengdu, Kunming, Harbin, Foshan, Zhengzhou, Dongguan, Nanjing, Qingdao, Tianjin, Hangzhou, Xi'a, Chongqing), 内蒙古呼和浩特Hohehot, 内蒙古包头, Baotou, 甘肃银川市, Yinchuan, Ganzhou, 江西南昌Nanchang, 湖北武汉Wuhan and 湖南长沙 Changsha, among others.
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Goals	<p>G.O.1: Increase EU-27's exports to Asia (value and volume). Market share: maintaining world's #1 exporter in Asia. Consumer trial share.</p> <p>G.O.2: Association of Europe as the main producer. Evaluation of European Garnacha/Grenache as a quality product.</p>	<p>Considering the low awareness of Garnacha/Grenache in China, our 1st target, segments of consumers, cannot be reached without supporting our 2nd target, wine professionals (stakeholders). The campaign will increase awareness through Public relations, Social Media, Communication tools, Stands at trade fairs, study trips, seminars and b2b meetings, events, in-store tastings and online store collaborations, to our two levels of targets: final consumers and wine stakeholders (distributors, buyers, sommeliers, etc.). Events will increase awareness to our targeted professionals only if they are tailored to them, helping them in turn to deliver a more detailed information to our 1st target: the consumers.</p>	<p>Public Relations Website & Social Media (Weibo) Communication tools (materials & giveaways) Stand at trade fairs Seminars and B2b meetings Study trip to Europe Other Events: Tasting meals and tasting events with stakeholders (somm, distributors, buyers & consumers) In-store tastings Other: promotion in online-store</p>								

South Korea	Targets	South Korea is believed to be one of the most promising markets in Asia, for the next decade. This is partly explained by a strong development of <i>Sommellerie</i> in Korea and westernization of the young generation. While consumption of strong alcohol has started to decrease, Korea remains one of the biggest alcohol consumption markets in the world. Wine has already begun to take market shares, but the potential remains strong.	<p>1. Young generation and women, who increasingly consume wine, are today the real engines of growth in wine consumption.</p> <p>2. Young Korean seniors (aged 44-65) refuse to be considered "old". They want to make the most of life and spend their free time partaking in many activities.</p>
	Geographical areas	Our program will prioritize geographical areas with a high concentration of imported wines and with trade that is more open. Some activities will take place outside of those areas, to take advantage of some marketing opportunities, but our effort will focus on 3 specific areas.	<p>1. Seoul: 10,400,000 inhabitants</p> <p>Greater Seoul accounts for 50% of the Korean population, other opportunities exist in secondary cities, especially Busan or Daejeon. It is the younger generation, living majorly in greater Seoul, which drives the wine market in Korea.</p> <p>Greater Seoul area has a population of 26 million.</p> <p>2 & 3-Tier cities</p> <p>Busan: 3,700,000 inhabitants. Greater Busan area has a population of 4.5 million. Daejeon: 1,475,221 inhabitants. Chungcheong province has a population of 3.4 million.</p>
Goals	<p>G.O.1: Increase EU-27's exports to Asia (value and volume). Market share: maintaining world's #1 exporter in Asia. Consumer trial share.</p> <p>G.O.2: Association of Europe as the main producer. Evaluation of European Garnacha/Grenache as a quality product.</p>	<p>Our segments target, the young generation, women, and young seniors have their consumption of wine driven by recommendations. A Korean wine consumer's main influence when drinking out, whether in a restaurant or bar, is the sommelier. When for home consumption, Korean consumers are still very attentive to the origin of the wine, and European wines have a unique reputation. Similarly, to other Asian countries, stakeholders are the key to success.</p> <p>Considering the low awareness of Garnacha/Grenache, our 1st target, segments of consumers, cannot be reached without supporting our 2nd target, wine professionals (stakeholders). The campaign will increase awareness through Communication tools, study trips, seminars, in-store tastings, and events, to our two levels of targets: final consumers and wine stakeholders (buyers, sommeliers, etc).</p> <p>Events will increase awareness to our targeted professionals only if they are tailored to them, helping them in turn to deliver a more detailed information to our 1st target: the consumers.</p> <p>Communication tools (materials & giveaways) Seminars Study trip to Europe Other Events: Tasting meals and tasting events with stakeholders (somm, buyers & consumers) In-store tastings</p>	

➤ **Growth:**

The analysis led to conclude that the growth will come from displacement of New World competitors' similar products as well as from the potential growth in the target markets themselves.

➤ **Scheme**

Effectiveness will be gained focusing on simple key messages around **Garnacha/Grenache, its European origin, its characteristics (specific features of EU agricultural production methods and products)**, such as food safety, traceability, authenticity, labelling, nutritional and health aspects, respect for the environment and sustainability, and the characteristics of EU agricultural and food products, particularly in terms of their quality, taste, diversity or traditions) as well as the quality schemes that ensure such important features. Bearing in mind the importance of Asia in the global wine trade nowadays, this program aims to adapt the message in a clear simple way to reach equally both professionals of the sector and consumers alike while benefiting from the high consideration of most Asian consumers towards the EU origin and lifestyle:

- "European Garnacha/Grenache Quality Wines",
- 欧洲歌海娜优质葡萄酒 (Simplified Chinese)
- 欧洲格那希優質葡萄酒 (Traditional Chinese)
- ヨーロッパのガルナチャ・ファイン・ワイン (Japanese)
- 유럽산 가르나차 그르나쉬 품질 와인 (Korean)
-

➤ **Key message and creative**

The USP (Unique Selling Proposition) with the purpose of promoting European quality and origin and therefore match the preferences of Asian consumers for premium quality products, the campaign will count with an attractive and colourful design in order to appeal the attention of the consumers and make them recognize and remember European Garnacha / Grenache.

The generic visual to be adapted to each activity consists in a harmonic and conceptual mix of:

- A wine glass is portrayed in the middle of the image, according to the visuals observed in Asian wine markets. These are known for using related elements to refer in a straightforward way to the sector, thus appealing directly to consumers.
- Quality schemes (PDO + PGI): both are representative and serve as a message of quality assurance from the European Garnacha/Grenache wines, within the shape of the wine glass, as well as symbolizing European quality.
- Origin: European origin stands out as the main message to convey the importance of the variety within the territory, whereas Spain and France origin comes as a secondary message in a smaller size, both as the main producing countries and participants in the program.
- Watercolour strokes: in a clear nod to Asian culture, where this sort of painting style strongly appeals to the concept of tradition.



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THE EUROPEAN UNION SUPPORTS CAMPAIGNS THAT PROMOTE HIGH QUALITY AGRICULTURAL PRODUCTS



2.2 Consortium set-up

Consortium cooperation and division of roles (if applicable)

See Application Form (Part A).

2.3 Project teams, staff and subcontractors

Both applicants ensure the appropriate professional qualifications required to complete the action. The campaign will be managed by a team with experience in this type of activities. Following the principles of a Consortium Agreement, the team will report to a Steering Committee and will receive support from members of the applicant associations.

The **organization structure** of the activity will be based on the following criteria:

- A Steering Committee with 8 members (from the two applicants) will take strategic decisions in the name of the applicant associations, following the principles of an internal Consortium Agreement.
- A project management team with 4 full-time members that will manage the programme and coordinate all activities with the implementing body.
- A project support team with 2 part-time members from CIVR will help control the activities and provide administrative and financial support.
- Based on its previous experience, Garnacha Origen association will be the coordinator.

The following table includes the names and the function of the project team (staff counted under budget category A), primarily responsible for coordinating and/or implementing the proposed action, indicating their qualifications, experience, function and briefly describing their role in the project. As requested as evidence, CVs in Europass format are provided as annexes⁶¹. Additionally, the following figure appoints a project manager with a minimum of at least 3 years' experience in project management: Project Manager & LEAR of 734440 AGRI-MULTI-2016 (with 3 Mio € budget in USA and Canada), 825940 AGRI-MULTI-2018 (with 3,6 Mio € budget in Asia (China, Hong Kong, Taiwan, Singapore, Japan and South Korea) & 874648 AGRI-MULTI-2019 (with 3,4 Mio € budget in USA), as well as Coordinator of SIMPLE European Garnacha/Grenache quality wines 2014-2017 Program for EU Information and Promotion on Agricultural products program, with 2.5 Mio € budget in USA.

Project teams and staff		
Organisation	Name and function	Role/tasks/professional profile and expertise
Garnacha Origen Association (Coordinator)	Project Manager: (PCoCo, LEAR)	Role: She will be responsible for strategy design and management, general coordination and stakeholder relations among (members, collaborators, REA, subcontractors, etc.) (full time dedication). Manager of Garnacha Origen Association (2014-present). Experience in international promotion (especially in the wine industry and in the US, Canada and Asia), in marketing and sales, and in European projects (simple and multi). Project Manager & LEAR of: <ul style="list-style-type: none"> • 734440 - GARNACHA GRENACHE - AGRI-MULTI-2016/AGRI-MULTI-2016-1 Program with 3 Mio € budget in USA and Canada. • 825940 - G ASIA - AGRI-MULTI-2018 Program with 3,6 Mio € budget in Asia (China, Hong Kong, Taiwan, Singapore, Japan and South Korea). • 874648 - USA 2020-2022 AGRI-MULTI-2019 Program with 3,4 Mio € budget in USA • Coordinator of SIMPLE European Garnacha/Grenache quality wines 2014-2017 Program for EU Information and Promotion on Agricultural products program, with 2.5 Mio € budget. Previous experience in advertising agencies and marketing departments (Adidas and Bosch Siemens Hausgeräte).
	Project Analyst: (CoCo)	Role: She will be responsible for supporting the Project Manager in coordinating and implementing the activities, coordinating with the applicant PDOs, and preparing the reporting to REA (full time dedication). Experience in international promotion (especially in the wine industry and in the US and Canada), and in finance and administration. Project Analyst & reporting manager at

⁶¹ Available under Annex 2 - CVs Europass.

		<p>Garnacha Origen Association (2015-present) of:</p> <ul style="list-style-type: none"> • 734440 - GARNACHA GRENACHE - AGRI-MULTI-2016/AGRI-MULTI-2016-1 Program with 3 Mio € budget in USA and Canada. • 825940 - G ASIA - AGRI-MULTI-2018 Program with 3,6 Mio € budget in Asia (China, Hong Kong, Taiwan, Singapore, Japan and South Korea). • 874648 - USA 2020-2022 AGRI-MULTI-2019 Program with 3,4 Mio € budget in USA • SIMPLE European Garnacha/Grenache quality wines 2014-2017 Program for EU Information and Promotion on Agricultural products program, with 2.5 Mio € budget.
	Task Manager: (TaMa)	<p>Role: She will be responsible for supporting the Project Manager in coordinating and implementing the activities, coordinating with the applicant, implementing the day-to-day operations of the campaign as well as assisting on stakeholders' relations.</p> <p>Experience: in advertising agencies (account management) as well as wine and agri-food promotional events, including Grenaches du Monde contests (DO Campo de Borja, 2016). Supports the project manager in 2 AGRIP cofounded programs (US, CAN & Asia). Team member at Garnacha Origen Association (2019-present) of:</p> <ul style="list-style-type: none"> • 825940 - G ASIA - AGRI-MULTI-2018 Program with 3,6 Mio € budget in Asia (China, Hong Kong, Taiwan, Singapore, Japan and South Korea). • 874648 - USA 2020-2022 AGRI-MULTI-2019 Program with 3,4 Mio € budget in USA
	Team member work-oriented intern (TeMe)	An additional profile will support the previous profiles, if the program is approved, with an adequate profile for international marketing (full time junior dedication).
CIVR (co-beneficiary)	Associate Project Manager: (PaCo)	<p>Role: He will be responsible for supporting the Project Manager's activity and for acting as the main coordinator with the CIVR (participation of CIVR PDOs & PGIs in the activities, exchange of information and documents requested by REA, etcetera). (part time dedication).</p> <p>Experience: 24 years of experience dedicated to the promotion and communication of the wines of Roussillon in an international context. Co-director and Export manager in Conseil Interprofessionnel des Vins du Roussillon (2001-present) including 3 AGRIP cofounded programs (US, CAN & Asia)</p>
	Associate Project Member: (TaMa)	<p>Role: she assists Eric Aracil in all tasks, managing for instance the time sheet, organizing receptions in Roussillon, translations, exchanging with Roussillon's producers.</p> <p>Experience: 7 years of experience dedicated to the promotion and communication of the wines of Roussillon beside the Export manager of Conseil Interprofessionnel des Vins du Roussillon (2014-present), including 3 AGRIP cofounded programs (US, CAN & Asia).</p>

Outside resources (subcontracting, seconded staff etc)

This section describes outside resources needed as well as the internal procedure for selecting the subcontractors that will ensure best value for money while preventing situations where conflict of interest is deemed to occur, both for implementing and evaluation independent bodies.

Following Grant Agreement's Guide, Article 9: Purchase of goods, works and services, best value for money will be ensured by including it in the criteria selection. Regarding Article 10: Implementation of action tasks by subcontractors, cost effectiveness will be the most weighted criteria to evaluate the score of each proposal while preventing awarding entities that have a structural (legal or capital) link with the beneficiary. As stated in Grant Agreement's Guide Article 20: Conflict of interest, impartial and objective implementation of the action will be ensured by launching an open call and the criteria selected to score each proposal received. Last but not least, and once all subcontractors have been elected, a report will be uploaded due month 3 on the subcontractors' selection procedure and results.

Transparency and publicity: given the impossibility of publication of a private tender on the DOUE/TED, the tender will be publicly announced in the applicants' websites as well as national public bodies, following REA's feedback as well as legal advisors, ensuring transparency and publicity principles. The procedure will be

documented and records will be kept both digitally and physically.

Best value for money will be ensured by including it in the criteria selection and additionally, cost effectiveness will be the criteria with the most points to weight the score of each proposal. The full selection criteria list will also be stated in the call and reinforced in the document requirements, terms and conditions for subcontractors. The **subcontracting selection** of implementing body and independent external evaluator body will be decided according to the following criteria in the abovementioned open call for tenders:

Cost effectiveness.....	40 points
Professional experience of the team in Asia.....	30 points
Experience and results in European co-funded projects	20 points
Experience and results in wine promotion campaigns.....	10 points
TOTAL 100 points	

Conflict of interest, impartial and objective implementation of the action will be ensured by launching an open online call and the criteria selected to score each proposal received. Although the competitive procedure for private companies is not regulated in national law or possible to be published in the DOUE/TED, its principles are applied as customary practices by the coordinator, following, respecting and ensuring the principles of advertising, transparency, free competence as well as absence of conflict of interests.

Once all proposals will be received and evaluated by the technical team as well as classified, the 3 top-scoring finalists will be invited to present (either digitally or physically) during a Consortium Meeting where Steering Committee members will make the final selection, **ensuring best value for money⁶² while preventing situations where conflict of interest** are deemed to occur.

Additionally, Aragón Exterior (AREX) manages more than 600 international promotion projects in more than 30 countries every year and has participated in several European 7FP and Horizon 2020 projects. In the Agri-business industry, it has organized invers trade missions, participations in trade fairs, seminars, press trips, etcetera. For all the above-mentioned reasons AREX and, in particular, the support from Internationalization Manager and the Agrifood manager, both counting with over 10 years of international consulting and Agro marketing experience, as well as from AREX office in Shanghai (China) expat are considered as an interesting project support for the management team. Being a member of the Association, AREX is a third party linked with the coordinator that will receive a maximum amount of 30.000 € as financial support in the project given according to the cost effectiveness and efficiency criteria as no other supplier will be able to provide this service at lower cost and with this level of synergies. It is ensured that the costs charged to the action are limited to the actual costs incurred and recorded by this entity (without any profit margin) as the implication is merely in terms of personnel costs as well as comply with the principle of sound financial management.

2.4 Consortium management and decision-making mechanisms

Consortium management and decision-making mechanisms

Being the case of several applicants as a MULTI project, this section describes the management structure, their respective responsibilities and roles in the consortium and the decision-making mechanisms within the consortium, how decisions will be taken and how regular and effective communication will be ensured within the consortium. If this application is successful, applicants will sign a new Consortium Agreement to reflect their responsibilities from 2022-2024:

The Parties shall keep individual financial responsibility towards REA for programme implementation, reporting and justification of eligible costs, during five years after last payment by REA. Additionally,

- **Garnacha Origen Asoc., as co-beneficiary and Coordinator** will: fulfil all preparatory steps, monitor that the

⁶² Evaluated based on €/KPIs, choosing the best price per activity output (price per individual tasting, annual UV, etc.).

Programme is implemented according to the EU requirements in the Grant Agreement, act as the intermediary for all communications between the Beneficiaries and the Agency, submit to REA the Deliverables and Reports, among other Coordination duties:

- a. Fulfill all preparatory steps:
 - Log into the Participant Portal using an ECAS Account;
 - Register the Parties in the Beneficiary Register;
 - Submit the proposal on behalf of all the proposing organisations involved.
 - b. Monitor that the Programme is implemented according to the requirements in the Grant Agreement.
 - c. Act as the intermediary for all communications between the Beneficiaries and the Agency.
 - d. Request from the co-applicants/co-beneficiaries and review any documents or information required by REA and verify their completeness and correctness before passing them on to the Agency;
 - e. Submit to REA the Deliverables and Reports foreseen in the Grant Agreement.
 - f. Fulfill all financial obligations required for the financial success of the Programme, including, but not limited to:
 - The financial obligations detailed under the corresponding GA and CA.
 - Provide 50% of a pre-financing guarantee, if requested by the Agency, in the amount, and terms requested by REA;
 - Set up a joint bank account for the sole purposes of the Programme and coordinate with REA the reception of the grant.
 - Inform REA of the amounts paid to each co-beneficiary, when required.
 - Keep records and other supporting documentation of Programme implementation and costs declared as eligible, and co-operate with any audit requested by REA up to 5 years after the implementation of the Programme.
 - g. Coordination of the Programme, assuming the responsibility for any modification in the amount of the grant due to any decision or action taken under its role as Coordinator.
- **CIVR. as co-beneficiary:** Inform and support the Coordinator, submit in good time all necessary information and documentation, keep records and fulfill all obligations required for the success of the Program:
- a. Keep all information stored in the Beneficiary Register (in the electronic exchange system) permanently updated.
 - b. Inform the Coordinator immediately of any event or circumstance likely to affect significantly or delay the implementation of the Programme.
 - c. Submit to the Coordinator in good time:
 - i. Individual financial statements and, if required, certificates on the financial statements.
 - ii. Any data needed to draw up the Reports.
 - iii. Any other document(s) or information required by the Agency or the Commission under the GA, unless the GA requires the Beneficiary to submit this information directly to the Agency or the Commission;
 - iv. Any other information or document(s) required by the Coordinator to successfully implement the Programme;
 - d. Keep records and other supporting documentation of Programme implementation and costs declared as eligible, and co-operate with any audit requested by REA up to 5 years after the implementation of the Programme.
 - e. Fulfill all financial obligations required for the financial success of the Programme, including, but not limited to:
 - i. The financial obligations detailed under the corresponding GA and CA.
 - ii. Provide 50% of a pre-financing guarantee, if requested by the Agency, in the amount, and terms requested by REA.

As Section 2.3. introduced, a Consortium Agreement will be signed, setting out the rights and obligations and the terms and conditions applicable to the internal arrangements regarding beneficiaries operation and coordination to ensure that the action is implemented properly according to REA Agri Promo Multi Grant Agreement, specifically covering: internal organization of the consortium; management of access to the electronic exchange system; distribution of EU funding; additional rules on rights and obligations related to pre-existing rights and results settlement of internal disputes; and liability, indemnification and confidentiality arrangements between the

beneficiaries, among others. Following the principles of such Consortium Agreement, the team will report to a Steering Committee and will receive support from technical members of the applicants (project teams) with the following Provisions on governance, among other details:

- Steering Committee: The implementation, coordination and management of the Programme shall be governed by a Steering Committee (“**SC**”), which will be responsible for:
 - Selecting the Linked Third Parties participating in the Programme;
 - Defining the budget and activities to be implemented;
 - Monitoring the implementation of activities in the Programme;
 - Taking any action needed to guarantee the success of the Programme, including settling any controversy between the Parties.
- The SC shall have eight (8) members and each of the Parties shall appoint four, with each of the members having one vote. Decisions shall be adopted by simple majority. In case of a tie, the Coordinator shall have a casting vote. Each member may delegate his/her vote to any other member of the SC, in writing.
- The SC may allow up to three (3) technical members of each Party to attend the meetings as interlocutors without vote.
- The SC will hold, if and when necessary, meetings at least every two (2) months, either physically or online. Calls for meetings shall be made by the Coordinator at least two (2) weeks in advance through emails sent to email addresses disclosed by each SC member and attaching an agenda for each meeting, which shall be validated by SC members. The language of the meetings shall be English, French and Spanish and a minute of each meeting shall be drafted by the Coordinator in English language.
- The SC shall hold at least one annual face-to face meeting for follow-up and supervision of the Programme implementation.
- The SC shall determine the frequency and deadline of technical and financial progress reports to be submitted by the Parties.

2.5 Project management, quality control and monitoring — Evaluation methods and project indicators

Project management, quality control and monitoring

Internal project management

In the first part of this section, the internal project management is described to ensure that the action is implemented on time and within the budget set, as well as ensuring the proper execution (on time, within the budget and with the desired outcome) and that its objectives are met. The activity organization and management has been designed to optimize costs and ensure results.

As introduced in the previous section and detailed in 4. ACTIVITIES, WORK PACKAGES, TIMING AND SUBCONTRACTING WP 1: Project Coordination, the coordinator will lead the strategy (monitoring target markets), planning, implementation and ongoing evaluation of execution as well as all the administrative tasks specially taking care of a proper and efficient communication flow between all the parties involved: other beneficiary (CIVR), REA, implementing and evaluation body.

Control mechanisms

According to their previous experience⁶³ in the EU Information and Promotion projects, the applicants have decided to stablish quality control mechanisms to ensure that the action is implemented as foreseen in order to avoid and correct underperformance by the implementing body (if any).

Control mechanisms will consist of a close follow up of every activity, with a set of pre-defined Key Performance

⁶³ As evidence of the operational capacity of the proposing organisation/s, an activity report of last year as well as a list of all EU-funded projects for the last 3 years performed with the indication of the previous projects for which the proposal is a continuation has been submitted in Annex 3 - Additional information

Indicators, auditing services for each activity, and regular meetings with the subcontractors. In order to ensure that the action is implemented as foreseen:

- The management team of the activity will closely follow up the day-to-day implementation, as well as hosting weekly conference calls with the implementing body or suppliers involved in the action, increasing direct control of the outcomes and monitorization.
- Hiring local Asian subcontractors, as well as on-site visits and meetings (when necessary) from the managing team to ensure a close follow-up and successful implementation of the program, while reducing costs under the coordination of a single implementing body and avoiding language barriers.
- Increasing direct control of the outcomes, with direct control of each subcontractor. Coordinators will perform in-place as well as reporting controls:
 - PR activities results will be audited personally and/or by a press clipping follow-up.
 - Study trips will be audited by pictures, documentation and reports from the implementing body and the applicants.
 - Digital activities results will be measured by digital reporting tools (such as Google Analytic and Hootsuite).
 - Events will be audited personally and/or by pictures, documentation and reports from the implementing body and the applicants.
 - Communication tools will be proved with a physical copy of each piece produced.
 - Point of sales activity will be audited with pictures, reports and random visits from the coordinators.
- KPIs have been defined for each activity (as secondly detailed under this section, such as number of impacts, number of tastings, articles published, number of visitors to events, level of trial and awareness...), in order to closely follow-up implementation and potential deviation/correction to guarantee that the action is implemented on time and within the budget set, and that its objectives are met.
- Regarding the activities carried out by the implementing body, the prevention measures will be the penalty clauses in case the agency does not perform appropriately:
- Ensure the correct timing, outcome and execution with penalty clauses that will be signed by the subcontractors.
- Correct any major deviation from the expected outcome, by applying the penalties and, if necessary, changing the subcontractor.
- The management team of the activity will closely follow up the day-by-day implementation of the agency.

Evaluation methods and project indicators

Given the project strategic objectives are aimed at both an economic and an informative return, exports and market share will be measured on a historical trend basis, taking into account indicators status before activities begin to be implemented (2020 exports turnover data) and by the end of the three-year programme (2024 data or latest available). Consumer's trial share, association of Europe as the main producer and Evaluation of European Garnacha/Grenache as a quality product, as previously introduced in Section 2, will be measured by a specific survey conveying a mix between consumption (estimated on how many people remember having consumed European Garnacha/Grenache) and visibility (consumers remembering having consumed different varieties).

The study evaluating the project outcome will be undertaken by an independent external body. These indicators will be yearly evaluated and measured by their introduction on a wine consumption solid panel (such as Wine Intelligence's Vinitrac®) with a substantially representative sample of 4.000 regular wine drinkers (2,000 Chinese, 1,000 Japanese and 1,000 South Korean, given Taiwan's consumer separate data is not available).

The following table include output and result indicators, established in relation with those mentioned under Art. 22 and Annex I to the Commission Implementing Regulation (EU) 2015/1831 are disaggregated by target markets/countries and linked to the planned work packages and deliverables as presented in section 4, while impact indicators are calculated at the level of the proposing organisations' Member States (SP & FR) under *Section 3.1 Impact and expected return*.

Output and results indicators							
WP	Activity	Type	Indicator	Y1	Y2	Y3	TOTAL
1. Project coordination	Coordination	Output	Transversal support to all WP	n/a	n/a	n/a	n/a
		Result	Transversal support to all WP	n/a	n/a	n/a	n/a
2. Public Relations	Continuous PR activities (PR office)	Output	N° of press dossier	1	1	1	3
		Result	N° of readings	32000	32000	32000	96.000
3. Website, social media	Social media	Output	Social Media management	n/a	n/a	n/a	0
		Output	Create a profile in Weibo	1	n/a	n/a	1
		Output	N° of posts	24	24	24	72
		Result	N° of Weibo followers	10.000	10.000	10.000	30.000
		Result	N° of reads	60.000	60.000	60.000	180.000
		Result	N° of likes	2.000	2.000	2.000	6.000
4. Communication tools	Communication tools	Output	Coordination and design of promotional materials	n/a	n/a	n/a	n/a
		Output	N° of designed & produced/used leaflets	12.000	12.000	12.000	36.000
		Output	N° of designed & produced/used table runners	300	300	300	900
		Output	N° of designed & produced/used tasting mats	2.000	2.000	2.000	6.000
		Result	Transversal support to other WP	n/a	n/a	n/a	n/a
5. Events	Stands at Trade Fairs	Output	N° of participation on trade fairs	2	2	2	6
		Result	N° of attendants	30.000	30.000	30.000	90.000
	Seminars, workshops, B2B meetings, trainings...)	Output	N° of masterclass organized	14	14	14	42
		Output	N° of B2B meetings organized	2	2	2	6
		Result	N° of masterclass attendees	263	263	263	789
	Study trips to Europe	Output	N° of annual trade trip	1	1	1	3
		Result	N° of buyers visiting EU	10	10	10	30
	Other Events	Output	N° of tasting meals with sommeliers organized	8	8	8	24
		Output	N° of tasting meals with distributors organized	1	1	1	3
		Output	N° of tasting meals with consumers organized	16	16	16	48
		Output	N° of tasting events with buyers organized	42	42	42	126
		Output	N° of tasting events with consumers organized	18	18	18	54
		Result	N° of tasting meals with sommeliers attendees	80	80	80	240
		Result	N° of tasting meals with distributors attendees	15	15	15	45
Result		N° of tasting meals with consumers attendees	210	210	210	630	
6. Point-of-sale (POS) promotion	Tasting days	Output	N° of demos organized	30	30	30	90
		Result	N° of consumer engagement	420	420	420	1.260
	Other: promotion in retailers' publications , POS advertising	Output	N° of online store collaborations for China	5	5	5	15
		Result	Annual UV	30.000	30.000	30.000	90.000

Risk n°	Type	Description of risk	WP n°	Proposed risk-mitigation measures	Probability	Impact
1	Sanitary	Evolution of Covid-19: The Corona Virus has not only led to travel bans and closure of borders, but also to a freezing of the wine business in Asia.		Despite a gradual opening of business and external borders of the EU - specifically Korea and Taiwan, and possibly Japan and China by 2022 - the uncertainty surrounded the program's other markets and the lack of clarity surrounding what a relaxation of travel restrictions will be closely monitored, while most activities have been designed for the direct implementation via local stakeholders and collaborators. O & other activities will be adapted if needed, most likely digitally.	High	High
2	Political	Changes on imports policies in several controlled countries or recent application of a law of the People's Republic of China that impacts certain profiles of beneficiary organizations.		This enforcement is based on an interpretation of the Law according to which all foreign organizations carrying out information and promotion measures in PRC are to be classified as nongovernmental organizations (NGOs) and would therefore fall into the remit of the Law, unless they are registered as subjects of the commercial law in their respective EU Member State. Consequently, all foreign NGOs (i.e., organizations not registered as subject of the commercial law in their respective MS) are required to either register in China in order to carry out their activity or to delegate their information and promotion actions to an entity registered under Chinese law ("Chinese partner"). Therefore, all subcontractors will be required to be an entity registered under Chinese law.	Medium	High
3	Internal	Internal disagreements between the beneficiaries.		Tight consortium agreement to be respected.	Low	High
4	Financial	Exchange rate fluctuations: The exchange rate between the euro and CNY (Chinese yuan), JPY (Japanese yen), TWD (New Taiwan dollar) or KRW (South Korean won) may fluctuate and impact on cost per activity of the programme (given that a large part of the execution costs will be in the local currency).		The ideal solution would be for the applicants to hedge the risk with an open forward contract with every currency, but, unfortunately, the co-financing flows of the Information and Promotion programs make this difficult (with a forward contract, when the external currency revaluates, the contract's profit covers the increased costs; but when it devaluates in a co-financed program, the loss is not compensated by the reduced costs, as the European Commission only co-finances the execution costs – even though it would only guarantee that the cost in euros certain for all the program both for the applicant and the EC). The applicants will minimize the risk subcontracting in euros when possible (to European subcontractors or to Asian subcontractors who have been able to hedge their risk in euros).	Low	High
5		Managing a campaign with multiple target countries (languages and cultures) from a European base.	1, 2, 3, 4, 5, 6 & 7	Hiring local Asian subcontractors coordinated by a single implementing body, as well as on-site visits and meetings (when necessary) from the managing team to ensure a close follow-up and successful implementation of the program. Multiple target countries: A single implementing body will guarantee the homogeneity of the campaign through all the different markets and, at the same time, allow enough flexibility to be able to adapt it to the local requirements.	High	Medium
6	Operational	Operational risks: not being able to perform as expected, corrupt practices and reckless behaviour.		Establishment of control mechanisms that will consist of a close follow up of every activity, with a set of pre-defined Key Performance Indicators (number of impacts, number of tastings, articles published, number of visitors to events, level of trial and awareness...), physically auditing the activities (random visits), and regular online meetings with the subcontractors and the implementing body. Last but not least, penalty clauses will be included in the event of inappropriate performance as a prevention measure.	Low	High
7		Entry barriers: shipping costs and time, warehousing and adaptation of product to meet local requirements and regulations.		In order to optimize costs and handle any delays, shipments will be planned ahead, when possible, grouped from origin or using importers samples already in destination. Information about customs (documentation for samples and import duties) and product requirements (packaging, labelling) will be updated regularly and taken into account beforehand.	Medium	Low
8	Legal	Intellectual property rights in the agri-food industry.		Campaign not brand oriented and, indeed, aims to be an umbrella campaign to benefit all EU Garnacha/Grenache producers. As a consequence, there is no need to protect it as a trademark so every EU producer of the varietal can benefit from it.	Low	Low

3. IMPACT

3.1 Impact and expected return

Impact and expected return

Introduced in *Section 2.5*, impact indicators are directly linked to the specific objectives of the action (*Section 1.2*) and ensure an impact at EU level by having a significant coverage, scale and **potential to increase demand and/or market share, the impact is quantified on the level of the Member State of the proposing organisations (SP & FR) and has the potential to benefit other EU producers from the same or other product sector(s)**. Last but not least, the level of investment is **justified by the expected return on investment** (ROI = 2,64) by expecting 12.243,65 hl and 7.912.859,33 €, as well an increase of awareness (please refer to the table below).

Of course, these are short-medium term effects of the project, as long-term whether direct or indirect are difficult to measure at this stage. Proponents have optimistic envisions for the **long-run**, as **creating a category for a varietal that is almost exclusively European** in a high potential market (Asia) will **benefit other EU producers** having a **positive environmental and socio-economic impact**, by ensuring a **sustainable and profitable way to produce in EU**.

Impact indicators related to SMART Objectives (totals for the 3 years)

Impact indicator description		Baseline	Variation	End of programme
Consumer trial share and awareness (yearly)	% of regular Asian wine consumers (once per month or more) who have tried Garnacha/Grenache wines in the previous 6 months.	JP: 10% SK: 28% China: 55% Average: 30% (2020)	5 pp.	JP: 15% SK: 32% China: 60% Average: 35%
	Evaluation of Garnacha/Grenache as a quality wine: average quality score (0 to 10) of EU Garnacha/Grenache wines from regular wine consumers who have mentioned EU members as producers.	JP: 7.60 SK: 7.20 China: 8.50 Average: 7.77 (2019)	+5,3% (min) +11,1% (max) increase	JP: 8.00 SK: 8.00 China: 8.50 Average: 8,17 Above 8 points
Exports & market share (by the end of the programme)	EU-27's, France & Spain exports to Asia in terms of value and volume	2019-20 France: 1.206.631,08 hl and 1.053.525,83 thousand euros. Spain: 488.545,22 hl and 144.844,30 thousand euros. EU-27: 2.448.730,96 hl and 1.582.571,87 thousand euros.	+0.5% increase France: 6.033,16 hectoliters and 5.267.629,13 € Spain: 2.442,73 hectoliters and 724.221,52 € Total EU-27: 12.243,65 hectoliters and 7.912.859,33 €	2023-24 France: 1.212.664,24 hl and 1.058.793,45 thousand euros. Spain: 490.987,95 hl and 145.568,53 thousand euros. EU-27: 2.460.974,61 hl and 1.590.484,73 thousand euros.
	EU's wine exporters Rank position in Asia in value and volume	#1	Obj. "To help maintain world's #1 exporter in Asia both in terms of volume and, specially, value by end of 2024"	#1
Association of Europe as the main producer (yearly)	% of regular wine consumers (once per month or more) that mention EU members when asked about Garnacha/Grenache producing countries.	JP: 7% SK: 22% China: 46% Average: 25% (2020)	5 pp.	JP: 12% SK: 27% China: 51% Average: 30%

3.2 Communication, dissemination and visibility

Communication, dissemination and visibility of funding

Not applicable

**WP 2: Public Relations**

Public Relations implementation will create the foundation for all communications in China (being the main target market⁷¹), generating information for both professionals and consumers, gaining editorial coverage and ensuring an on-going communication with the local media and influencers, basic success steps for a notorious and legitimate awareness increase.

Final PR activities recipients will be consumers and professionals. Media targeted for the PR activities will be accessible by the different targets. Digital and print professional media will target first professionals, such as importers, retailers, sommeliers and influencers, as well as wine lovers/connoisseurs. In terms of geographic media coverage, efforts would be national (targeting examples such as Wine in China) or regional (Wine, Fine Wine Liquor, among others⁷²).

Proponents find continuous PR activity the best solution to obtain press and influencers coverage in the market as a result of information dissemination (educative press dossier) as well as by experiencing European sustainable wines by received samples. The team will analyse the editorial opportunities proposed by the different profiles, especially those focused on lifestyle, gastronomy and wine specialized outlets, overviewing the creation and diffusion of both the press dossier and the delivery of samples to interested journalists/key persons of interest (KOLs). Public Relations implementation will disseminate an educative press dossier with interesting information about production, terroir, appellations, lifestyle and culture, for both consumers and press, gaining editorial coverage, and ensuring communication with stakeholders. The press dossier will be first written in English, and later on translated to Simplified Chinese, to be sent to each media. This dossier will include key information about the unique characteristics of European Garnacha/Grenache wines, within the framework of EU production methods and quality standards, as well as highlighting sustainable agricultural production in the EU.

PR activities results would be expected to materialize in the following 4-8 months after the implementation (dissemination of information and samples), resulting on coverage by wine publications and related platforms, such as consumer lifestyle-driven publications among the previously mentioned.

⁷¹ The rest of target markets have not been considered for PR activities given the language barriers, as the effort of having 3 other languages and therefore multiplying the educative materials and information to disseminate, as well as collaborating with 3 extra PR teams would not be cost-efficient given the smaller potential results compared with mainland China.

⁷² Main industry media include, among others: Channel Vino www.channelvino.com, China Wine News www.cnwinenews.com, Decanter Wine Magazine www.decanterchina.com/en/, Enjoy Gourmet www.enjoygourmet.com, Food & Wine www.10and9.com, Food News www.cnfoodnews.com, Food Report www.foodreport.cn, Grape Wall of China www.grapewallofchina.com, Greatchef www.greatchef.com.cn, LifeStyle www.lifestylecn.com, New Western Cuisine www.chinanwc.com, Pinot Sommelier www.luxe-life.com.cn/pls/index.htm, Vinehoo <http://vinehoo.com/>, Wine Columnist www.wushuxian.com and Wine in China www.wineinchina.com.cn.



Work Package 2 Public Relations																																																																																																															
Duration:		M1 – M36	Lead Beneficiary: GARNACHA ORIGEN																																																																																																												
Objectives																																																																																																															
<ul style="list-style-type: none"> ▪ 1 Press dossier yearly (3 in total) and samples dissemination to Chinese media/influencers with the purpose of resulting on educative articles, publications or social media posts. ▪ 32.000 readings yearly, 96.000 in total (cost per output: 23.826,00 €) 																																																																																																															
Activities (what, how, where) and division of work																																																																																																															
Task No	Task Name	Description	In-kind Contributions and Subcontracting																																																																																																												
2.1	Continuous PR activities (PR office)	An educative press dossier and Garnacha/Grenache samples will be sent to China media, including KOLs and influencers as well, with the purpose of raising awareness on the quality and specific features of agri-food products from the Union in an effort to spread the European message and generate further additional, supplementary content.	Yes, subcontracted to implementing body																																																																																																												
Deliverables and estimated budget																																																																																																															
Timeline	YEAR 1		YEAR 2																																																																																																												
Deliverables	PR report Y1 (M12)	PR report Y2 (M24)	PR report Y3 (M36)																																																																																																												
Estimated budget	<table border="0"> <tr> <td>Market Reach</td> <td>CN 32.000</td> <td>n°of Press Dossier</td> <td>1</td> <td>Detailed total cost</td> <td>2.700,00 €</td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td>Shipment of wine samples to CH</td> <td>2.700,00 €</td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td>Local delivery of wine samples</td> <td>1.500,00 €</td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td>PR expenses</td> <td>16.000,00 €</td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td>Cost</td> <td>20.200,00 €</td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td>Fees</td> <td>3.636,00 €</td> </tr> </table>	Market Reach	CN 32.000	n°of Press Dossier	1	Detailed total cost	2.700,00 €					Shipment of wine samples to CH	2.700,00 €					Local delivery of wine samples	1.500,00 €					PR expenses	16.000,00 €					Cost	20.200,00 €					Fees	3.636,00 €	<table border="0"> <tr> <td>Market Reach</td> <td>CN 32.000</td> <td>n°of Press Dossier</td> <td>1</td> <td>Detailed total cost</td> <td>2.700,00 €</td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td>Shipment of wine samples to CH</td> <td>2.700,00 €</td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td>Local delivery of wine samples</td> <td>1.500,00 €</td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td>PR expenses</td> <td>16.000,00 €</td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td>Cost</td> <td>20.200,00 €</td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td>Fees</td> <td>3.636,00 €</td> </tr> </table>	Market Reach	CN 32.000	n°of Press Dossier	1	Detailed total cost	2.700,00 €					Shipment of wine samples to CH	2.700,00 €					Local delivery of wine samples	1.500,00 €					PR expenses	16.000,00 €					Cost	20.200,00 €					Fees	3.636,00 €	<table border="0"> <tr> <td>Market Reach</td> <td>CN 32.000</td> <td>n°of Press Dossier</td> <td>1</td> <td>Detailed total cost</td> <td>2.700,00 €</td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td>Shipment of wine samples to CH</td> <td>2.700,00 €</td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td>Local delivery of wine samples</td> <td>1.500,00 €</td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td>PR expenses</td> <td>16.000,00 €</td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td>Cost</td> <td>20.200,00 €</td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td>Fees</td> <td>3.636,00 €</td> </tr> </table>	Market Reach	CN 32.000	n°of Press Dossier	1	Detailed total cost	2.700,00 €					Shipment of wine samples to CH	2.700,00 €					Local delivery of wine samples	1.500,00 €					PR expenses	16.000,00 €					Cost	20.200,00 €					Fees	3.636,00 €
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Total WP 2	23.836,00 EUR		23.836,00 EUR	23.836,00 EUR																																																																																																											

WP 3: Website & Social Media

Building a successful online advocacy around European Garnacha/Grenache sustainable wines throughout the entire campaign will ensure an on-going visibility for targeted consumers and professionals by leveraging content synergies generated in other actions in order to convey the messages of the campaign and the actions to a wider audience.

Social media is the largest source of advertisement in China⁷³ for several products, including foreign beverages⁷⁴. In this activity the program will focus on Chinese consumers and professionals, including, but not exclusively, primarily young generations (19-35 years)⁷⁵ citizens and the newcomers' middle classes, as well as synergies with HORECA, restaurants, and influential retailers' followers.

By the creation of a profile at **Weibo**, one of the most popular social media platforms in China and equivalent to the western platform Twitter, the program will publish two posts per month using, for instance, both the Fan headline and Fan tunnel, two tools to promote content in order to reach a larger group of users with the following characteristics:

- **Age:** almost 80% of Weibo users are between 17 and 33 years old and only 13% are older than 34, which makes Weibo a great platform to reach young professionals.
- **Mobile-first:** it's also worth noting that 91% of daily users do so through mobile devices. Weibo is therefore, first and foremost, made for mobile.
- **Locations:** A few years ago, it was only popular in 1st and 2nd tier cities, but now Weibo seems to have a fairly broad reach into most cities.
- **Browsing habits:** Around 41% of Weibo and WeChat users go online just to browse Weibo, so a lot of users are primed and looking for new content all the time. As opposed to other platforms, Weibo is mostly only used to follow celebrities, and news, hence why KOLs can play a crucial part role.

Apart from content creation, throughout the whole year, the implementing body will manage social media daily, answering and reacting to the audience comments and interacting with followers. The effectiveness of any digital campaign improves significantly over time, as well as its efficiency in cost-performance terms. To take benefit of opportunities in this environment, it is necessary to have a time growing community, that's why the Program's aims to have an increasing audience / fan base every year. Moreover, it will also drive traffic to other program's activities, such as events, as well as other synergies (collaboration with online stores).

The goal is to create, maintain and update a **European Garnacha/Grenache profile in Weibo** fed by engaging content to encourage visitors to learn and to reinforce the European Garnacha/Grenache campaign's key messages, while establishing a transversal digital platform with influential members of China's industry stakeholders to gain endorsements and editorial content.

⁷³ The rest of target markets have not been considered for digital activities given the language barriers, as the effort of having 3 other languages and therefore multiplying the educative posts and information to disseminate, as well as collaborating with 3 extra community management teams would not be cost-efficient given the smaller potential results compared with mainland China.

⁷⁴ European Union (2018): *The Food and Beverage Market Entry Handbook: The People's Republic of China: a Practical Guide to the Market in China for European Agri-food Products and Products with Geographical Indications* (Available at: https://ec.europa.eu/chafea/agrisites/chafea/files/handbook-china_en.pdf, last accessed on March the 29th, 2021).

⁷⁵ Dragon Social (2020): *The Ultimate Guide to Sina Weibo: The Largest Micro-Blogging Platform in China* (Available at: <https://www.dragonsocial.net/blog/chinese-social-media-weibo-and-twitter-comparison/#Weibo-User>, last accessed on March the 29th, 2021).



Work Package 3 Website & Social Media			
Duration:		M1 – M36	Lead Beneficiary:
Objectives		GARNACHA ORIGEN	
<ul style="list-style-type: none"> ▪ 24 posts yearly (2 posts / month), 72 in total (cost per output: 1.111,17 €). ▪ 10.000 Weibo followers yearly, 30.000 in total, 60.000 reads yearly, 180.000 in total and 2.000 likes yearly, 6.000 in total. 			
Activities (what, how, where) and division of work			
Task No	Task Name	Description	In-kind Contributions and Subcontracting
3.1	Social media (accounts setup, regular posting)	<p>Social media management (content and community management) focusing on:</p> <ul style="list-style-type: none"> - Create European Garnacha/Grenache Weibo profile. - Support content creation for European Garnacha/Grenache. - Build awareness and increase fan base, audience reach and engagement. - Drive traffic to the events campaign and a collaboration with online stores. - Engage relevant trade and consumer audience in a 2-way conversation. - Ultimately, aid in maintaining online brand loyalty to increase the recognition and appreciation of European Garnacha/Grenache based wines. 	<p>Yes, subcontracted to implementing body</p> <p>COO BEN</p>
		Garnacha Origen CIVR	COO BEN
Deliverables and estimated budget			
Timeline		YEAR 1	YEAR 2
Deliverables		Website and social media report Y1 (M12)	Website and social media report Y2 (M24)
		Website and social media report Y3 (M36)	
Estimated budget			
		<p>Market</p> <p>Weibo KPIs</p> <p>10.000 Followers</p> <p>24 Posts</p> <p>60.000 Reads</p> <p>2.000 Likes</p> <p>Detailed total cost</p> <p>Account set-up and yearly management 2.800 €</p> <p>Posts 13.800 €</p> <p>Marketing expenses 6.000 €</p> <p>Cost 22.600 €</p> <p>Fees 4.068 €</p>	<p>Market</p> <p>Weibo KPIs</p> <p>10.000 Followers</p> <p>24 Posts</p> <p>60.000 Reads</p> <p>2.000 Likes</p> <p>Detailed total cost</p> <p>Account set-up and yearly management 2.800 €</p> <p>Posts 13.800 €</p> <p>Marketing expenses 6.000 €</p> <p>Cost 22.600 €</p> <p>Fees 4.068 €</p>
Total for the WP		26.668,00 EUR	26.668,00 EUR

WP 4: Communication tools

Communication tools such as visuals (press dossier, Power Point presentations, brochures/leaflets, tasting mats, table runners, booths and banners, among other educative materials...) will assure key messages development and adaptation throughout the different components of the campaign. Creating a unique brand platform for European Garnacha/Grenache sustainable wines will create synergies and leverage individuals' exposition and vivid memory to activations during the length of the program, reinforcing the unique selling proposition (USP) main European message through the campaign's implementations.

Thanks to such a unique brand platform creating synergies among all activities and targeted markets, the program will disseminate information and promote several specific features of EU agricultural production methods and products, such as food safety, traceability, authenticity, labelling, nutritional and health aspects, respect for the environment and sustainability, and the characteristics of EU agricultural and food products, particularly in terms of their quality, taste, diversity or traditions and, specially, sustainable products or methods: (USP). All materials will be adapted and produced in the local language of each market (China: Simplified Chinese, Japan: Japanese, South Korea: Korean and Taiwan: Traditional Chinese) as well as translated to English for reporting purposes.

In order to be able to count on the educative materials ready to be shipped at the beginning of each implementation year, the following timing has been established regarding the first-year design and production at its earliest point, as well as design optimization, content and production of the program's promotional materials for Y2 & Y3 at the end of the previous year, respectively:

- 1st stage: design in the first quarter of Y1 and optimization around November ~ December (estimated) for Y2 and Y3, in order to improve the quality and the impact on Asian markets and their stakeholders.
- 2nd stage: to launch Y1 production as soon as Communication concept deliverable has been approved, while in the case of Y2 and Y3 materials, to proceed around December ~ January (estimated) of the previous year to ensure materials could be finished by late January and ready to be used in the first activities of the program, generally planned to start in February (after Chinese New Year).

Samples of tasting mat, leaflets, digital PPT, booth and table runner below:



Work Package 4 Communication tools		Lead Beneficiary:																																																										
Duration:		M1 – M36																																																										
Objectives		GARNACHA ORIGEN																																																										
<ul style="list-style-type: none"> Design, production, shipment and use of promotional material: Digital PPT, 2.000 tastings mat, 12.000 leaflets, 300 table runners yearly (6.000, 36.000 and 900 in total) (cost per output 3,38 €) 																																																												
Activities (what, how, where) and division of work																																																												
Task No	Task Name	Description	In-kind Contributions and Subcontracting																																																									
4.1	Publications, media kits, promotional merchandise	From existing creative, explore the suitability of the current materials, adapt or create new design and messaging in each local language, and produce the materials that will be used to optimize the tasting experience, the education opportunity, creating synergies among all activities.	Yes, subcontracted to implementing body																																																									
		Participant	Role																																																									
		Name	COO BEN																																																									
		Garnacha Origen CIVR																																																										
Deliverables and estimated budget																																																												
Timeline		YEAR 3																																																										
Deliverables	Communication tools report Y3 (M36)																																																											
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WP 5: Events

Events, whether consumer or trade focused, represent the best opportunity to physically experience sustainability, standards of EU agricultural products, as well as the great traditions and diversity available within the EU products. Considering the moderate awareness of European Garnacha/Grenache among the general target, consumers cannot be reached without supporting the 2nd target, wine professionals (stakeholders). The campaign will engage stakeholders by increasing awareness on targeted professionals only if activities are tailored to them, helping them in turn to deliver a more detailed information to our 1st target: consumers.

Professionals' position is very important and plays a determinant role in the purchasing and market dynamics. This situation grants these influencers a "double power"; thus, stakeholders (sommeliers, consumers, buyers, distributors, media and wholesalers, among others) are targeted as top priorities. In order to throw a successful event, the planning process is just as important as the execution of the event itself. Logistics and processes will be managed from beginning to end. Clear communication with all parties involved such as venue, caterers and staff will be managed by the implementing body.

5.1 Trade fairs

China and Japan main industry fairs (such as China Food and Drinks Fair Chengdu, Interwine, TopWine, Vinexpo, Prowine Shanghai, Foodex or Wine & Gourmet Japan) provide a vector to promote the quality, diversity and sustainable characteristics of European Garnacha/Grenache wines to trade audiences, creating opportunities. The project plans to attend two fairs reaching a total of 30.000 Chinese and Japanese attendees each year.

Participation in trade fairs may also bring good business opportunities as well as exposure to leading Chinese and Japanese professionals, influencers and opinion leaders (sommeliers, wine buyers, retailers) giving a large share of voice to the campaign key messages. The visibility gained from the participation in such fairs will help increase awareness and value perception for EU Garnacha/Grenache wines.

5.2 Seminars & B2B meetings

During the 14 seminars/masterclasses and 2 B2B events per year, attending 463 trade and media, wine professionals as well as wine lovers/connoisseurs and general consumers will have the opportunity to have a direct interaction and learn about European Garnacha/Grenache sustainable production methods as well as other characteristics directly from producers. By having a diverse representation during both masterclasses and B2B events, attendees will have the possibility to compare numerous examples of EU Garnacha/Grenache wines, effectively experiencing the diversity of styles and versatility of the grape. Some of these masterclasses will be implemented during Trade Fairs in order to take advantage of the synergies and garner visibility at every event touchpoint, while ensuring maximum exposure at every stage. Furthermore, and in order to reinforce the educative nature of the program, B2B meetings will always be preceded by a masterclass.

5.3 Study trip

Trade trips will provide an opportunity for Asian wine trade to experience and gain knowledge of the European regions that produce sustainable Garnacha/Grenache wines and learn how PDO/PGI quality schemes work and the benefits they bring. In addition to building awareness of EU Garnacha/Grenache sustainable wines to a key audience, the trip will help facilitate trade relations. The program will send a total of 30 (10 per year) Asian wine buyers to Spain and France for an eight-days (seven nights) trip over the course of the three-year campaign. This educational experience will highlight sustainable production methods and other European standards by visiting the appellations that produce Garnacha/Grenache wines, where guests will learn about the different styles of wine that could be a fit for their customers in their meetings with a diversity of producers.

Chosen candidates for the trade trips will be decision-makers for both on and off-premise selected based on the following criteria: candidates carrying the title, head buyer, beverage director, as well as national retail chains, among others. The implementing body will target candidates in the campaign's focus 4 markets: 6 attendees from China, 2 from Japan, 1 from Taiwan and 1 from South Korea.

Both implementing body, coordinator and beneficiaries will collaborate with the local teams⁷⁶ to help organize visits, cultural activities, and culinary stops that fully display the quality, versatility and regional preservation of Garnacha/Grenache wines. The following tentative itinerary for each study trip is recommended, visiting three wineries (maximum) per day:

- Leaving Asia on Sunday afternoon, arriving Sunday morning in Barcelona
- Monday- Wednesday in Spain
- Thursday (travel day⁷⁷) to Saturday in France
- Sunday return to BCN for Asia bound flights

Trade trip expected results include establishing relationships with buyers, especially industry professionals, that helps increasing both market share and exports in the future as well as awareness, by providing education and direct experience of EU production methods and standards. Last but not least, and by organizing a dedicated reverse mission to Europe to educate, enhancing the variety's profile, associating it with quality and organoleptic features, as well as the European origin and presence (mainly Mediterranean), to spread the diversity of the variety, its character (terroir sensitive), its History, and European agriculture traditions, in order to improve its trade position and to help increase the Asian market share of the European Garnacha/Grenache sustainable wines.

5.4 Other events

Events are an essential part of garnering the interest of trade and consumers in the wine industry. By celebrating tastings, guests⁷⁸ are able to taste, meet and learn from the producers themselves, offering an invaluable experience and exposure. Organizing 8 tasting meals with sommeliers, 1 tasting meal with distributors, 16 tasting meals with consumers, 42 tasting events with buyers and 18 tasting events with consumers every year; these events will be essential in direct experimentation and supporting the key messages of the campaign. They can serve as an additional opportunity to increase local awareness of European Garnacha/Grenache and educate Asian trade and consumers about the diversity, quality, value and sustainable character of this European varietal.

Geographically, the largest concentration of activities will be implemented in major urban centres cities such as Beijing, Guangzhou, Shanghai or Shenzhen in China, Taipei, Taichung, Taoyuan, Tainan or Kaohsiung in Taiwan, Seoul area, Daejeon or Busan in South Korea and Tokyo, Osaka and Yokohama in Japan, but activities might also be celebrated in other 2nd and 3-Tier cities.


⁷⁶ Involved staff will collaborate to identify appropriate buyers/beverage directors to attend the trips; curate invitation list, leveraging the agency's significant trade contacts; confirm ten (10) attendees per trip; assist in planning and travel arrangements as needed; accompany guests on trip and provide on-site support; and follow up with guests after trip to encourage and gauge potential for buy-in and account placements.

⁷⁷ By train, proved to be 7 times less damaging for the environment than an internal flight.

⁷⁸ To further expand the impact of these tastings the target will be buyers (understood as Importers, Distributors, Restaurant and hotel owners, Restaurant chefs, Sommelier brigades and service staff in hotels and restaurants, VIP consumers, with large purchasing power in political and wealthy circles, as well as company managers) and sommeliers (understood as Assistants sommeliers, Sommeliers, Head sommeliers, Food & Beverage manager) to make it more inclusive to other relevant stakeholders within the wine industry and because the Asian wine industry highly relies on the HORECA channel, main entrance door for foreign and European wines.



Work Package 5 Events – 5.1 Stands at trade fairs																																																																																																																																																																																																																																																			
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<ul style="list-style-type: none"> ■ Participation on 2 trade fairs (China & Japan) yearly, 6 in total (cost per output 64.782 €) ■ 30.000 attendants yearly, 90.000 in total 																																																																																																																																																																																																																																																			
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		 Associated with document Ref: 101045996-2022-16906298 - 10/11/2021	
body logistics & accommodation On-site staff (interpreters, hostesses) 4.200,00€ Cost 60.600,00€ Fees 10.908,00€ Cost 109.800,00€ Fees 19.764,00€		body logistics & accommodation On-site staff (interpreters, hostesses) 4.200,00€ Cost 60.600,00€ Fees 10.908,00€ Cost 109.800,00€ Fees 19.764,00€	
Subtotal for activity 5.1		129.564,00 EUR	
		129.564,00 EUR	

Work Package 5 Events – 5.2 Seminars, workshops, B2B meetings, trainings for trade/cooks, activities in schools

Duration:		M1 – M36		Lead Beneficiary:		GARNACHA ORIGEN	
Objectives							
<ul style="list-style-type: none"> 14 masterclass/seminars with 263 attendants yearly (42 and 789 in total). Cost per output: 3.960,94 € 2 B2B meetings with 200 attendants (6 and 600 in total). Cost per output: 21.181,00 € 							
Activities (what, how, where) and division of work							
Task No	Task Name	Description	Participant Name	Role	In-kind Contributions and Subcontracting		
5.2	Seminars, workshops, B2B meetings, trainings for trade/cooks, activities in schools	Organization of educative events as well as opening new opportunities	Garnacha Origen CIVR	COO BEN	Yes, subcontracted to implementing body		

Deliverables and estimated budget							
Timeline		YEAR 1		YEAR 2		YEAR 3	
Deliverables		Events report Y1 (M12)		Events report Y2 (M24)		Events report Y3 (M36)	
Estimated budget	Activity	n° attendant	n° events	Market	Activity	Detailed total cost/event	Detailed total cost/event
	Masterclass/Seminar	56	4	CN	Masterclass/Seminar	Venue rental	Venue rental
						600,00€	600,00€
	Masterclass/Seminar	56	4	CN	Masterclass/Seminar	Sommeliers	Sommeliers
						300,00€	300,00€
	Masterclass/Seminar	56	4	CN	Masterclass/Seminar	Glassware rental & catering	Glassware rental & catering
						1.000,00€	1.000,00€
	Masterclass/Seminar	56	4	CN	Masterclass/Seminar	Logistics	Logistics
						700,00€	700,00€
	Masterclass/Seminar	56	4	CN	Masterclass/Seminar	Cost	Cost
						10.400,00€	10.400,00€
	Masterclass/Seminar	56	4	CN	Masterclass/Seminar	Fees	Fees
						2.282,93€	2.282,93€
	Masterclass/Seminar	56	4	CN	Masterclass/Seminar	Venue rental	Venue rental
						2.500,00€	2.500,00€
	Masterclass/Seminar	56	4	CN	Masterclass/Seminar	Speaker/Interpreter	Speaker/Interpreter
						800,00€	800,00€
	Masterclass/Seminar	56	4	CN	Masterclass/Seminar	On-site staff	On-site staff
						800,00€	800,00€
	Masterclass/Seminar	56	4	CN	Masterclass/Seminar	Cost	Cost
						4.100,00€	4.100,00€

		Associated with document Ref. No. (2021)6906298-3800072021	
JP	20 1	Venue rental	738,00€
		Speaker/ Interpreter	4,500,00€
JP	20 1	On-site staff	800,00€
		Cost	400,00€
JP	20 1	Cost	5,700,00€
		Fees	1,026,00€
JP	10 1	Venue rental	1,000,00€
		Sommeliers	400,00€
JP	10 1	Glassware rental & catering	800,00€
		Logistics	400,00€
JP	20 1	Cost	2,600,00€
		Fees	570,73€
JP	20 1	Venue rental	3,000,00€
		Speaker/ Interpreter	800,00€
JP	20 1	On-site staff	1,000,00€
		Cost	4,800,00€
JP	20 1	Cost	864,00€
		Fees	5,500,00€
JP	20 1	Venue rental	800,00€
		Speaker/ Interpreter	800,00€
JP	20 1	On-site staff	500,00€
		Cost	6,800,00€
JP	20 1	Cost	1,224,00€
		Fees	1,000,00€
JP	20 1	Venue rental	400,00€
		Sommeliers	400,00€
JP	40 2	Glassware rental & catering	1,200,00€
		Logistics	900,00€
JP	25 1	Cost	7,000,00€
		Fees	1,536,59€
JP	25 1	Venue rental	315,00€
		Sommeliers	300,00€
JP	25 1	Glassware rental & catering	350,00€
		Logistics	300,00€
JP	25 1	Cost	1,265,00€
		Fees	277,68€
JP	20 1	Venue rental	250,00€
		Sommeliers	350,00€
JP	20 1	Glassware rental &	550,00€
		Logistics	
SK	40 2	Venue rental	738,00€
		Speaker/ Interpreter	4,500,00€
SK	20 1	On-site staff	800,00€
		Cost	400,00€
SK	20 1	Cost	5,700,00€
		Fees	1,026,00€
SK	10 1	Venue rental	1,000,00€
		Sommeliers	400,00€
SK	10 1	Glassware rental & catering	800,00€
		Logistics	400,00€
SK	20 1	Cost	2,600,00€
		Fees	570,73€
SK	20 1	Venue rental	3,000,00€
		Speaker/ Interpreter	800,00€
SK	20 1	On-site staff	1,000,00€
		Cost	4,800,00€
SK	20 1	Cost	864,00€
		Fees	5,500,00€
SK	20 1	Venue rental	800,00€
		Speaker/ Interpreter	800,00€
SK	20 1	On-site staff	500,00€
		Cost	6,800,00€
SK	20 1	Cost	1,224,00€
		Fees	1,000,00€
SK	20 1	Venue rental	400,00€
		Sommeliers	400,00€
SK	40 2	Glassware rental & catering	1,200,00€
		Logistics	900,00€
SK	25 1	Cost	7,000,00€
		Fees	1,536,59€
SK	25 1	Venue rental	315,00€
		Sommeliers	300,00€
SK	25 1	Glassware rental & catering	350,00€
		Logistics	300,00€
SK	25 1	Cost	1,265,00€
		Fees	277,68€
SK	20 1	Venue rental	250,00€
		Sommeliers	350,00€
SK	20 1	Glassware rental &	550,00€
		Logistics	
TW	40 2	Venue rental	738,00€
		Speaker/ Interpreter	4,500,00€
TW	20 1	On-site staff	800,00€
		Cost	400,00€
TW	20 1	Cost	5,700,00€
		Fees	1,026,00€
TW	10 1	Venue rental	1,000,00€
		Sommeliers	400,00€
TW	10 1	Glassware rental & catering	800,00€
		Logistics	400,00€
TW	20 1	Cost	2,600,00€
		Fees	570,73€
TW	20 1	Venue rental	3,000,00€
		Speaker/ Interpreter	800,00€
TW	20 1	On-site staff	1,000,00€
		Cost	4,800,00€
TW	20 1	Cost	864,00€
		Fees	5,500,00€
TW	20 1	Venue rental	800,00€
		Speaker/ Interpreter	800,00€
TW	20 1	On-site staff	500,00€
		Cost	6,800,00€
TW	20 1	Cost	1,224,00€
		Fees	1,000,00€
TW	20 1	Venue rental	400,00€
		Sommeliers	400,00€
TW	40 2	Glassware rental & catering	1,200,00€
		Logistics	900,00€
TW	25 1	Cost	7,000,00€
		Fees	1,536,59€
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		Logistics	300,00€
TW	25 1	Cost	1,265,00€
		Fees	277,68€
TW	20 1	Venue rental	250,00€
		Sommeliers	350,00€
TW	20 1	Glassware rental &	550,00€
		Logistics	

Work Package 5 Events – 5.3 Study Trips to Europe

Duration: M1 – M36 **Lead Beneficiary:** **GARNACHA ORIGEN**

Objectives

- 1 annual trade trip, 3 in total (10 buyers: 6 CH - 2 JP - 1 TW - 1 SK) to establish relationships that helps increasing market share, exports as well as awareness (cost per output 42.480 €)

Activities (what, how, where) and division of work

Task No	Task Name	Description	Participant		In-kind Contributions and Subcontracting
			Name	Role	
5.3	Study trips to Europe	10 wine buyers visiting Garnacha/Grenache-producing regions (Spain and France) for seven-day immersion trips yearly. Planning, coordination, recruitment and implementation of trips for wine buyers located in campaign target markets: 6 CH - 2 JP - 1 TW - 1 SK	Garnacha Origen CIVR	COO BEN	Yes, subcontracted to implementing body

Deliverables and estimated budget


Timeline	YEAR 1		YEAR 2		YEAR 3																																																																																																	
Deliverables	Events report Y1 (M12)	Events report Y2 (M24)	Events report Y3 (M36)																																																																																																			
Estimated budget	<table border="1"> <thead> <tr> <th>Market</th> <th>n° attendees</th> <th>n° trips</th> <th>Detailed total cost</th> </tr> </thead> <tbody> <tr> <td>CN</td> <td>10</td> <td>1</td> <td>12.000,00 €</td> </tr> <tr> <td>JP</td> <td></td> <td></td> <td>5.000,00 €</td> </tr> <tr> <td>TW</td> <td></td> <td></td> <td>10.500,00 €</td> </tr> <tr> <td>SK</td> <td></td> <td></td> <td>1.500,00 €</td> </tr> <tr> <td></td> <td>10</td> <td>1</td> <td>36.000,00€</td> </tr> <tr> <td></td> <td></td> <td></td> <td>6.480,00 €</td> </tr> <tr> <td></td> <td></td> <td></td> <td>42.480,00 EUR</td> </tr> </tbody> </table>	Market	n° attendees	n° trips	Detailed total cost	CN	10	1	12.000,00 €	JP			5.000,00 €	TW			10.500,00 €	SK			1.500,00 €		10	1	36.000,00€				6.480,00 €				42.480,00 EUR	<table border="1"> <thead> <tr> <th>Market</th> <th>n° attendees</th> <th>n° trips</th> <th>Detailed total cost</th> </tr> </thead> <tbody> <tr> <td>CN</td> <td>10</td> <td>1</td> <td>12.000,00 €</td> </tr> <tr> <td>JP</td> <td></td> <td></td> <td>5.000,00 €</td> </tr> <tr> <td>TW</td> <td></td> <td></td> <td>10.500,00 €</td> </tr> <tr> <td>SK</td> <td></td> <td></td> <td>1.500,00 €</td> </tr> <tr> <td></td> <td>10</td> <td>1</td> <td>36.000,00€</td> </tr> <tr> <td></td> <td></td> <td></td> <td>6.480,00 €</td> </tr> <tr> <td></td> <td></td> <td></td> <td>42.480,00 EUR</td> </tr> </tbody> </table>	Market	n° attendees	n° trips	Detailed total cost	CN	10	1	12.000,00 €	JP			5.000,00 €	TW			10.500,00 €	SK			1.500,00 €		10	1	36.000,00€				6.480,00 €				42.480,00 EUR	<table border="1"> <thead> <tr> <th>Market</th> <th>n° attendees</th> <th>n° trips</th> <th>Detailed total cost</th> </tr> </thead> <tbody> <tr> <td>CN</td> <td>10</td> <td>1</td> <td>12.000,00 €</td> </tr> <tr> <td>JP</td> <td></td> <td></td> <td>5.000,00 €</td> </tr> <tr> <td>TW</td> <td></td> <td></td> <td>10.500,00 €</td> </tr> <tr> <td>SK</td> <td></td> <td></td> <td>1.500,00 €</td> </tr> <tr> <td></td> <td>10</td> <td>1</td> <td>36.000,00€</td> </tr> <tr> <td></td> <td></td> <td></td> <td>6.480,00 €</td> </tr> <tr> <td></td> <td></td> <td></td> <td>42.480,00 EUR</td> </tr> </tbody> </table>	Market	n° attendees	n° trips	Detailed total cost	CN	10	1	12.000,00 €	JP			5.000,00 €	TW			10.500,00 €	SK			1.500,00 €		10	1	36.000,00€				6.480,00 €				42.480,00 EUR			
Market	n° attendees	n° trips	Detailed total cost																																																																																																			
CN	10	1	12.000,00 €																																																																																																			
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			42.480,00 EUR																																																																																																			
Subtotal for activity 5.3	42.480,00 EUR		42.480,00 EUR		42.480,00 EUR																																																																																																	

Work Package 5 Events – 5.4 Other Events		Lead Beneficiary:		GARNACHA ORIGEN			
Duration:	M1 – M36						
Objectives	<ul style="list-style-type: none"> 8 tasting meals with sommeliers with 80 attendants yearly (24 and 240 in total) Cost per output: 7.649,39 € 1 tasting meal with distributors with 15 attendants yearly (3 and 45 in total) Cost per output: 6.097,56 € 16 tasting meals with consumers with 210 attendants yearly (48 and 630 in total) Cost per output: 1.581,94 € 42 tasting events with buyers yearly with 5.050 attendants yearly (126 and 15.150 in total) Cost per output: 4.401,90 € 18 tasting events with consumers with 380 attendants yearly (54 and 1.140 in total) Cost per output: 2.922,99 € 5.735 attendants yearly (17.205 in total). 						
Activities (what, how, where) and division of work							
Task No	Task Name	Description	Participant		In-kind Contributions and Subcontracting		
5.4	Other events	Fusion local cuisine pairing with Garnacha/Grenache wines. These meals are a real occasion to show matching potential of Garnacha/Grenache European grape. Educative tastings with stakeholders to show the characteristics of the Garnacha/Grenache European grape wine.	Garnacha Origen CIVR	COO BEN	Yes, subcontracted to implementing body		
Deliverables and estimated budget							
Timeline		YEAR 1		YEAR 2		YEAR 3	
Deliverables	Events report Y1 (M12)	Events report Y2 (M24)	Events report Y3 (M36)				
Estimated budget	Activity	Market	attendants	n°events	Detailed total cost/event		
	Tasting meals with sommeliers	C N	40	4	Room renting Speaker/Translator Material renting Service Meal Logistic Cost Fees	1.800,00€ 760,00€ 670,00€ 400,00€ 1.800,00€ 520,00€ 23.800,00€ 5.224,39€	1.800,00€ 760,00€ 670,00€ 400,00€ 1.800,00€ 520,00€ 23.800,00€ 5.224,39€
Estimated budget	Activity	Market	attendants	n°events	Detailed total cost/event		
	Tasting meals with sommeliers	J P	10	1	Room renting Speaker/Translator Material renting Service Meal Logistic Cost Fees	2.100,00€ 850,00€ 780,00€ 450,00€ 2.260,00€ 800,00€ 7.240,00€ 1.589,27€	2.100,00€ 850,00€ 780,00€ 450,00€ 2.260,00€ 800,00€ 7.240,00€ 1.589,27€
Estimated budget	Activity	Market	attendants	n°events	Detailed total cost/event		
	Tasting meals with sommeliers	S K	20	2	Room renting Speaker/Translator Material renting Service Meal Logistic Cost	1.970,00€ 760,00€ 700,00€ 400,00€ 1.900,00€ 750,00€ 12.960,00€	1.970,00€ 760,00€ 700,00€ 400,00€ 1.900,00€ 750,00€ 12.960,00€

		Associated with documents		Ref. Ares(2021)69062884, 10841/2021		2.844,88€	
Tasting meals with distributors	Tasting meals with distributors	T	10	Room renting	1.800,00€	Room renting	1.800,00€
		W		Speaker/Translator	760,00€	Speaker/Translator	760,00€
				Material renting	640,00€	Material renting	640,00€
				Service	380,00€	Service	380,00€
				Meal	1.900,00€	Meal	1.900,00€
				Logistic	700,00€	Logistic	700,00€
				Cost	6.180,00€	Cost	6.180,00€
				Fees	1.356,59€	Fees	1.356,59€
		A	80	Cost	50.180,00€	Cost	50.180,00€
		II		Fees	11.015,12€	Fees	11.015,12€
		TOTAL	61.195,12€	TOTAL	61.195,12€		
Tasting meals with consumers	Tasting meals with consumers	T	15	Food pairing	3.000,00€	Food pairing	3.000,00€
		W		Corkage&Service	450,00€	Corkage&Service	450,00€
				Logistics	550,00€	Logistics	550,00€
				Teacher	300,00€	Teacher	300,00€
				Equipment&others	700,00€	Equipment&others	700,00€
				Cost	5.000,00€	Cost	5.000,00€
				Fees	1.097,56€	Fees	1.097,56€
				TOTAL	6.097,56€	TOTAL	6.097,56€
		C	120	Logistics	200,00€	Logistics	200,00€
		N		Food pairing	800,00€	Food pairing	800,00€
		Cost	10.000,00€	Cost	10.000,00€		
		Fees	2.195,12€	Fees	2.195,12€		
		Food pairing	1.490,00€	Food pairing	1.490,00€		
		Cost	4.470,00€	Cost	4.470,00€		
		Fees	981,22€	Fees	981,22€		
		Food pairing	1.050,00€	Food pairing	1.050,00€		
		Sommelier	300,00€	Sommelier	300,00€		
		Glassware&venue rental	400,00€	Glassware&venue rental	400,00€		
		Logistics	350,00€	Logistics	350,00€		
		Cost	2.100,00€	Cost	2.100,00€		
		Fees	460,98€	Fees	460,98€		
		Food pairing	1.035,00€	Food pairing	1.035,00€		
		Sommelier	400,00€	Sommelier	400,00€		
		Glassware&venue rental	450,00€	Glassware&venue rental	450,00€		
		Logistics	450,00€	Logistics	450,00€		
		Cost	2.335,00€	Cost	2.335,00€		
		Fees	512,56€	Fees	512,56€		
		Food pairing	850,00€	Food pairing	850,00€		
		Sommelier	350,00€	Sommelier	350,00€		
		Glassware&venue rental	300,00€	Glassware&venue rental	300,00€		
		Logistics	350,00€	Logistics	350,00€		
		TOTAL	350,00€	TOTAL	350,00€		

		Associated with document Reference(2021)6906296,00€11/2021			
20	2	250,00€	Glassware rental&catering	450,00€	Glassware rental&catering
		1.250,00€	Venue fee	1.250,00€	Venue fee
		35,14€	Mineral water	35,14€	Mineral water
		250,00€	Delivery cost	250,00€	Delivery cost
		4.470,28€	Cost	4.470,28€	Cost
		981,28€	Fees	981,28€	Fees
		1.700,00€	Room renting	1.700,00€	Room renting
15	1	600,00€	Speaker/Translator	600,00€	Speaker/Translator
		800,00€	Material renting	800,00€	Material renting
		750,00€	Service	750,00€	Service
		3.850,00€	Cost	3.850,00€	Cost
		845,12€	Fees	845,12€	Fees
		2.200,00€	Room renting	2.200,00€	Room renting
60	2	600,00€	Speaker/Translator	600,00€	Speaker/Translator
		800,00€	Material renting	800,00€	Material renting
		1.500,00€	Service	1.500,00€	Service
		10.200,00€	Cost	10.200,00€	Cost
		2.239,02€	Fees	2.239,02€	Fees
		2.000,00€	Room rental	2.000,00€	Room rental
		700,00€	Glassware rental&catering	700,00€	Glassware rental&catering
10	2	1.627,75€	Logistics	1.627,75€	Logistics
		500,00€	Lecturer	500,00€	Lecturer
		9.655,50€	Cost	9.655,50€	Cost
		2.119,50€	Fees	2.119,50€	Fees
		1.600,00€	Room renting	1.600,00€	Room renting
15	1	600,00€	Speaker/Translator	600,00€	Speaker/Translator
		600,00€	Material renting	600,00€	Material renting
		670,00€	Service	670,00€	Service
		3.470,00€	Cost	3.470,00€	Cost
		761,71€	Fees	761,71€	Fees
		1.900,00€	Room renting	1.900,00€	Room renting
60	2	600,00€	Speaker/Translator	600,00€	Speaker/Translator
		600,00€	Material renting	600,00€	Material renting
		1.350,00€	Service	1.350,00€	Service
		8.900,00€	Cost	8.900,00€	Cost
		1.953,66€	Fees	1.953,66€	Fees
A 5.05	4	151.601,28€	Cost	151.601,28€	Cost
I 0	2	33.278,33€	Fees	33.278,33€	Fees
I 1	2	184.879,61€	TOTAL	184.879,61€	TOTAL
C		3.500,00€	Room renting	3.500,00€	Room renting
N	1	600,00€	Sommelier	600,00€	Sommelier
30	1	1.500,00€	Glassware rental&catering	1.500,00€	Glassware rental&catering

WP 6: Point-of-sale (POS) promotion

 Associated with document Ref. Ares(2021)6906298 - 10/11/2021

Trade partners will be a combination of retail locations, bars and restaurants, as well as online selling popular platforms. These actions are designed to 1) provide retailers with the tools and training to bring European wines from Garnacha/Grenache to consumers; and 2) expand the impact of actions beyond awareness to stakeholders, enabling them to experience the wines.

6.1 In-store tastings

Specifically, the program will develop, produce and distribute a series of educative materials (WP4) throughout the physical tasting activations (30 in-store tasting demos with 420 consumers per year), implementing a promotional campaign in partnership with a series of physical and online retailers to both increase the competitiveness and consumption of Union agricultural products and to raise their profile outside the Union through experiential events, product trials, and “edutainment”.

In-store tastings are a strategic marketing method to initiate, build, and nurture a direct relationship with consumers. Research indicates that a key motivator to build loyalty around wine is by tasting. The experience of tasting the wine coupled with explanations about the wines' origin, method of production and potential food pairings minimizes the risk in the decision-making process and engenders positive associations that are aligned with the campaign's primary objectives (awareness of Garnacha/Grenache as a sustainable variety of European provenance), as well as aligned with the expected ultimate impact “to enhance the competitiveness and consumption of Union agri-food products, raise their profile and increase their market share in these targeted countries.”

For consumers that walk into a wine store with an idea of what they want to buy, an in-store demo might make them change their mind. But also, for consumers that do not have a clear idea of what they want to purchase, having the opportunity to taste and learn about a new wine or region, might be the deciding factor in terms of immediate decisions and long-term loyalty. Extensive and ongoing studies⁷⁹ have proven that retail product demonstrations such as in-store sampling and demos increase not market share, but also long-term purchasing habits and total purchase amount of the average consumer. The program will strategically plan and execute an integrated in-store tasting campaign to elevate the European Garnacha/Grenache varietal. To maximize the benefit of consumer interactions, materials that reinforce messages will be developed, supporting education and assisting in capturing contact information.

The tasting experience and the education received contributes to raising awareness of the grape variety and region being sampled. In store sampling also provides an opportunity to collect information that leads to understanding the levels of interest, first impressions and consumer preferences that are powerful insights to fine tune messages and strategy. Captured contact information allows on-going communication with consumers through various channels that may ultimately influence in the future.

6.2 Other: promotion in online stores

On the digital side of the promotion and, especially after COVID-19 pandemic experience⁸⁰, it is considered crucial to include partnerships with major online Chinese wine retailers as part of the strategy. Such digital collaboration will reinforce the program's key messages and provide consumers with a unique opportunity to know more about the European varietal through dedicated incentives.

⁷⁹ Information extracted from: Alpert, D. J. (1987): “Store sampling: a new level of sophistication”. *Progressive Grocer*, 66, (May), 11 -12; Bridges, S. (1987): “Harnessing the power of merchandising”. *Supermarketing*, (August), 27-31; Gupta, S. (1988): “Impact of sales promotions on when, what, and how much to buy”. *Journal of Marketing Research*, 25 November, 342-355 & McGuinness, D. (1988). *An overview and analysis of product sampling as a sales promotion strategy in product launches and relaunches*. Unpublished student report, Department of Marketing, Massey University.

⁸⁰ United Nations Conference on Trade and Development (2020): *COVID-19 has changed online shopping forever, survey shows* (Available at: <https://unctad.org/news/covid-19-has-changed-online-shopping-forever-survey-shows>, last accessed on March the 3rd, 2021).


As introduced before, online-stores or apps and their growth potential have to be addressed, especially in the Chinese market via examples such as Jkatcha, Jiuxian.com, Wine Exchange Shanghai, Wineyun and Yemywine, as the main purchase channel for middle classes. As a result, a collaboration⁸² with five online platforms has been included every year.

Work Package 6 Point-of-sale (POS) promotion – 6.1 In-store tastings																																																																																																																																				
Duration:		M1 – M36	Lead Beneficiary:																																																																																																																																	
Objectives		GARNACHA ORIGEN																																																																																																																																		
<ul style="list-style-type: none"> ■ 30 Demos yearly (90 in total). (Cost per output: 1.120,14 €) ■ 420 consumers yearly (1.260 in total) 																																																																																																																																				
Activities (what, how, where) and division of work																																																																																																																																				
Task No	Task Name	Description	In-kind Contributions and Subcontracting																																																																																																																																	
6.1	Tasting days	Sampling European Garnacha/Grenache Quality Wines at stores through knowledgeable demonstrators who will deliver key messages to consumers to increase their familiarity with the grape variety while leveraging its European origin.	<table border="1"> <thead> <tr> <th colspan="2">Participant</th> </tr> <tr> <th>Name</th> <th>Role</th> </tr> </thead> <tbody> <tr> <td>Garnacha Origen CIVR</td> <td>COO BEN</td> </tr> </tbody> </table> <p>Yes, subcontracted to implementing body</p>	Participant		Name	Role	Garnacha Origen CIVR	COO BEN																																																																																																																											
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Estimated budget ⁸³	<table border="1"> <thead> <tr> <th colspan="2">Market</th> <th colspan="2">attendants</th> <th colspan="2">stores</th> <th colspan="2">Detailed cost per event</th> </tr> <tr> <th>JP</th> <th>80</th> <th>8</th> <th>8</th> <th>JP</th> <th>80</th> <th>8</th> <th>8</th> </tr> </thead> <tbody> <tr> <td colspan="2">General merchandise (plastic cap, paper towel, etc)</td> <td colspan="2">44,00€</td> <td colspan="2">General merchandise (plastic cap, paper towel, etc)</td> <td colspan="2">44,00€</td> </tr> <tr> <td colspan="2">Sommeliers</td> <td colspan="2">352,00€</td> <td colspan="2">Sommeliers</td> <td colspan="2">352,00€</td> </tr> <tr> <td colspan="2">Fees</td> <td colspan="2">791,34€</td> <td colspan="2">Fees</td> <td colspan="2">791,34€</td> </tr> <tr> <td colspan="2">Cost</td> <td colspan="2">3.605,00€</td> <td colspan="2">Cost</td> <td colspan="2">3.605,00€</td> </tr> <tr> <td colspan="2">Logistics</td> <td colspan="2">400,00€</td> <td colspan="2">Logistics</td> <td colspan="2">400,00€</td> </tr> <tr> <td colspan="2">Labour</td> <td colspan="2">115,00€</td> <td colspan="2">Labour</td> <td colspan="2">115,00€</td> </tr> </tbody> </table>		Market		attendants		stores		Detailed cost per event		JP	80	8	8	JP	80	8	8	General merchandise (plastic cap, paper towel, etc)		44,00€		General merchandise (plastic cap, paper towel, etc)		44,00€		Sommeliers		352,00€		Sommeliers		352,00€		Fees		791,34€		Fees		791,34€		Cost		3.605,00€		Cost		3.605,00€		Logistics		400,00€		Logistics		400,00€		Labour		115,00€		Labour		115,00€		<table border="1"> <thead> <tr> <th colspan="2">Market</th> <th colspan="2">attendants</th> <th colspan="2">stores</th> <th colspan="2">Detailed cost per event</th> </tr> <tr> <th>CN</th> <th>70</th> <th>7</th> <th>7</th> <th>CN</th> <th>70</th> <th>7</th> <th>7</th> </tr> </thead> <tbody> <tr> <td colspan="2">General merchandise (plastic cap, paper towel, etc)</td> <td colspan="2">44,00€</td> <td colspan="2">General merchandise (plastic cap, paper towel, etc)</td> <td colspan="2">44,00€</td> </tr> <tr> <td colspan="2">Sommeliers</td> <td colspan="2">352,00€</td> <td colspan="2">Sommeliers</td> <td colspan="2">352,00€</td> </tr> <tr> <td colspan="2">Fees</td> <td colspan="2">791,34€</td> <td colspan="2">Fees</td> <td colspan="2">791,34€</td> </tr> <tr> <td colspan="2">Cost</td> <td colspan="2">3.605,00€</td> <td colspan="2">Cost</td> <td colspan="2">3.605,00€</td> </tr> <tr> <td colspan="2">Logistics</td> <td colspan="2">400,00€</td> <td colspan="2">Logistics</td> <td colspan="2">400,00€</td> </tr> <tr> <td colspan="2">Labour</td> <td colspan="2">115,00€</td> <td colspan="2">Labour</td> <td colspan="2">115,00€</td> </tr> </tbody> </table>		Market		attendants		stores		Detailed cost per event		CN	70	7	7	CN	70	7	7	General merchandise (plastic cap, paper towel, etc)		44,00€		General merchandise (plastic cap, paper towel, etc)		44,00€		Sommeliers		352,00€		Sommeliers		352,00€		Fees		791,34€		Fees		791,34€		Cost		3.605,00€		Cost		3.605,00€		Logistics		400,00€		Logistics		400,00€		Labour		115,00€		Labour		115,00€	
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⁸¹ WPIC Marketing – Technologies (2020): *Driving Online Growth in the China Wine Market* (Available at: <https://www.wpic.co/blog/china-wine-market-2020/>, last accessed on March the 3rd, 2021).

⁸² Collaboration including an advertising package: Design advertisement or social media post to promote the tastings among target audience through the different campaign platforms (social media channels and website) to reinforce this action through synergies with others, followed by a report: Ongoing process that will be recapped yearly to control that the implementation is going as planned, detect issues and, if necessary, apply immediate corrective measures as well as identify ways to improve and increase efficiency.

⁸³ Product samples will be offered at no cost by the proposing organizations.

 Associated with document Ref. Ares(2021)69062986_19342021	Logistics 386,2735€ Cost 6.258,19€ Fees 1.373,75€ Labour 148,75€ Logistics 400,00€ Cost 2.195,00€ Fees 481,83€	Logistics 386,2735€ Cost 6.258,19€ Fees 1.373,75€ Labour 148,75€ Logistics 400,00€ Cost 2.195,00€ Fees 481,83€	Logistics 386,2735€ Cost 6.258,19€ Fees 1.373,75€ Labour 148,75€ Logistics 400,00€ Cost 2.195,00€ Fees 481,83€	
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All 420 30 Cost 27.555,38€ Fees 6.048,74 €	All 420 30 Cost 27.555,38€ Fees 6.048,74 €	All 420 30 Cost 27.555,38€ Fees 6.048,74 €	All 420 30 Cost 27.555,38€ Fees 6.048,74 €	
Subtotal for activity 6.1 33.604,12 EUR	Subtotal for activity 6.1 33.604,12 EUR	Subtotal for activity 6.1 33.604,12 EUR	Subtotal for activity 6.1 33.604,12 EUR	



Work Package 6 Point-of-sale (POS) promotion – 6.2 Other: promotion in retailers' publications, POS advertising (shelf talkers, posters, etc.), promotion in canteens																													
Duration:		Lead Beneficiary:																											
M1 – M36		GARNACHA ORIGEN																											
Objectives																													
<ul style="list-style-type: none"> ▪ 5 online store collaborations for China yearly (15 in total). (Cost per output: 11.092 €) ▪ 30.000 UV yearly (90.000 in total) 																													
Activities (what, how, where) and division of work																													
Task No	Task Name	Description	Participant Name	Role	In-kind Contributions and Subcontracting																								
6.2	Other: promotion in retailers' publications, POS advertising (shelf talkers, posters, etc.), promotion in canteens	Development of content creation and collaboration with high growth potential online stores in China.	Garnacha Origen CIVR	COO BEN	Yes, subcontracted to implementing body																								
Deliverables and estimated budget			YEAR 3																										
Timeline			YEAR 2																										
Deliverables	POS promotion and Promotion in online stores report Y1 (M12)	POS promotion and Promotion in online stores report Y2 (M24)	POS promotion and Promotion in online stores report Y3 (M36)																										
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CN	30.000	5	Platform insertions: 43.000,00 € KPI data and measurement: 4.000,00 € Cost 47.000,00 € Fees 8.460,00 €																										
Subtotal for activity 6.2	55.460,00 EUR		55.460,00 EUR																										
Total WP 6	89.064,12 EUR		89.064,12 EUR																										

WP 7: Evaluation of results


Work Package 7 Evaluation of results					
Duration:		M1 – M36	Lead Beneficiary: GARNACHA ORIGEN		
Objectives					
<ul style="list-style-type: none"> Yearly ex-post calculation of returns with a panel of 4.000 regular wine drinkers. 					
Activities (what, how, where) and division of work					
Task No	Task Name	Description	Participant Name	Role	In-kind Contributions and Subcontracting
7.1	Evaluation of results	Consumer's trial share, association of Europe as the main producer and Evaluation of European Garnacha/Grenache as a quality product, as previously introduced in Section 2, will be measured by a specific survey conveying a mix between consumption (estimated on how many people remember having consumed European Garnacha/Grenache) and visibility (consumers remembering having consumed different varieties). These indicators will be yearly evaluated and measured by their introduction on a wine consumption solid panel (such as Wine Intelligence's Vinitrac®) with a substantially representative sample of 4.000 regular wine drinkers (2,000 Chinese, 1,000 Japanese and 1,000 South Korean, given Taiwan's consumer separate data is not available). As further developed in ad hoc Section 2.5, exports and market share will be measured on a historical trend basis, taking into account indicators status before activities begin to be implemented (2021 exports turnover data) and by the end of the three-year programme (2024 data or latest available).	Garnacha Origen CIVR	COO BEN	Yes, subcontracted to evaluation body
Deliverables and estimated budget					
Timeline		YEAR 1		YEAR 2	
Deliverables		Evaluation report Y1 (M12)	Evaluation report Y2 (M24)	Evaluation report Y3 (M36)	
Estimated budget		25.000,00 €	25.000,00 €	25.000,00 €	
Total for the Work Package		25.000,00 EUR	25.000,00 EUR	25.000,00 EUR	

Other Eligible Costs of PO

As established both in the different regulations applied and the grant agreement, a certificate on the financial statement (CFS) will be provided yearly (given the interim payments calendar), including objectives and scope of the independent report of factual findings on costs declared under the grant agreement financed under the Promotion of Agricultural Products programme.

Other eligible costs of PO			
Other eligible costs of PO (audit certificates, guarantee for prefinancing, non-recoverable VAT)			
	Year 1	Year 2	Year 3
		3.500,00 €	3.500,00 €
		3.500,00 €	3.500,00 €
		3.500,00 €	3.500,00 €
TOTAL	- €	- €	10.500,00 €

TIMETABLE

 Associated with document Ref. Ares(2021)6906298 - 10/11/2021

Regarding the implementation of activities as well as the project's timeline, given the wide range of activities (marketing 360° campaign), as well as the different calendars of the targeted markets (lunar calendar vs. Gregorian calendar, taking place in January or February and being the public holiday that affects most the implementation calendar)⁸⁴, the following work-flow is foreseen for each WP:

WP	2022												2023												2024																																																																																			
1	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	M13	M14	M15	M16	M17	M18	M19	M20	M21	M22	M23	M24	M25	M26	M27	M28	M29	M30	M31	M32	M33	M34	M35	M36	dec																																																																							
2	Strategy, kick-off, and Y1 planning																																																																																																											
3																																																																																																												
4	Subcontr acting																																																																																																											
5	Communi cation concept																																																																																																											
6													Y1 reporting												Y2 planning												Y2 reporting												Y3 planning												Y3 reporting																																															
7																																																																																																												

⁸⁴ For instance, Chinese New Year Holiday will fluctuate from 2022 to 2024 (31 Jan to 4 Feb, Mon to Fri on 2022; 21 Jan to 24 Jan, Sat to Tue on 2023 and 9 Feb to 12 Feb 2024),

5. OTHER

5.1 Ethics

Ethics
Not applicable

5.2 Security

Security
Not applicable

6. DECLARATIONS

Double funding	
Information concerning other EU grants for this project	YES/NO
We confirm that to our best knowledge neither the project as a whole nor any parts of it have benefitted from any other EU grant (<i>including EU funding managed by authorities in EU Member States or other funding bodies, e.g. EU Regional Funds, EU Agricultural Funds, European Investment Bank, etc</i>). If NO, explain and provide details.	YES
We confirm that to our best knowledge neither the project as a whole nor any parts of it are (nor will be) submitted for any other EU grant (<i>including EU funding managed by authorities in EU Member States or other funding bodies, e.g. EU Regional Funds, EU Agricultural Funds, European Investment Bank, etc</i>). If NO, explain and provide details.	YES

Financial support to third parties
Explanation included under section 2.3.

TABLES PRESENTED IN FORM A OF THE PROPOSAL

Budget allocation per target country (in %)

China (People's Republic of)	55,45
Taiwan	10,85
Japan	24,23
Korea (Republic of)	9,47

Increase of sales/exports, in EUR, of the proposing organisation on the target market estimated yearly sales at the end of the programme minus yearly sales before the start of the programme

	0.5% Increase
	€
China (People's Republic of)	46.437,27 €
Taiwan	1.738,21 €
Japan	7.895,96 €
Korea (Republic of)	1.406,61 €
Total	57.478,05 €

Detailed Budget Table
 Associated with document Ref. Ares(2021)6906298 - 10/11/2021
Acronym **GWine Asia 2022-24**ID Proposal **SEP-210736269**

Work Package	Years	A. Direct personnel costs	B. Direct cost of subcontracting	C. Other direct costs	D. Financial support to third party	TOTAL
1. Project coordination						
Personnel cost of the proposing organisation(s)						
	Year 1	7 557.15				7 557.15
	Year 2	7 557.15				7 557.15
	Year 3	7 557.15				7 557.15
Other costs of project coordination						
	Year 1			40 500.01	10 000.00	50 500.01
	Year 2			34 500.00	10 000.00	44 500.00
	Year 3			34 500.00	10 000.00	44 500.00
TOTAL		22 671.45	0.00	109 500.01	30 000.00	162 171.46
2. Public relations						
Continuous PR activities (PR office)						
	Year 1	5 114.08	23 836.00			28 950.08
	Year 2	5 114.08	23 836.00			28 950.08
	Year 3	5 114.08	23 836.00			28 950.08
Press events						
	Year 1					0.00
	Year 2					0.00
	Year 3					0.00
TOTAL		15 342.24	71 508.00	0.00	0.00	86 850.24

Work package	Years	A. Direct personnel costs	B. Direct costs subcontracting	C. Other direct costs	D. Financial support to third party	TOTAL
3. Website, social media						
Website setup, updating, maintenance						
	Year 1					0.00
	Year 2					0.00
	Year 3					0.00
Social media (accounts setup, regular posting)						
	Year 1	4 030.68	26 668.00			30 698.68
	Year 2	4 030.68	26 668.00			30 698.68
	Year 3	4 030.68	26 668.00			30 698.68
Other (mobile apps, e-learning platforms, webinars, etc.)						
	Year 1					0.00
	Year 2					0.00
	Year 3					0.00
TOTAL		12 092.04	80 004.00	0.00	0.00	92 096.04
4. Advertising						
Print						
	Year 1					
	Year 2					
	Year 3					
TV						
	Year 1					
	Year 2					
	Year 3					
Radio						
	Year 1					
	Year 2					
	Year 3					
Online						
	Year 1					
	Year 2					
	Year 3					
Outdoor, cinema						
	Year 1					
	Year 2					
	Year 3					
TOTAL						
5. Communication tools						
Publications, media kits, promotional merchandise						
	Year 1	7 297.25	48 280.43			55 577.68
	Year 2	7 297.25	48 280.43			55 577.68
	Year 3	7 297.25	48 280.43			55 577.68
Promotional videos						
	Year 1					0.00
	Year 2					0.00
	Year 3					0.00
TOTAL		21 891.75	144 841.29	0.00	0.00	166 733.04

Work package	Years	A. Direct personnel costs	B. Direct costs subcontracting	C. Other direct costs	D. Financial support to third party	TOTAL
6. Events						
Stands at trade fairs						
	Year 1	19 582.70	129 564.00			149 146.70
	Year 2	19 582.70	129 564.00			149 146.70
	Year 3	19 582.70	129 564.00			149 146.70
Seminars, workshops, B2B meetings, trainings for trade/cooks, activities in schools						
	Year 1	14 784.09	97 815.22			112 599.31
	Year 2	14 784.09	97 815.22			112 599.31
	Year 3	14 784.09	97 815.22			112 599.31
Restaurant weeks						
	Year 1					0.00
	Year 2					0.00
	Year 3					0.00
Sponsorship of events						
	Year 1					0.00
	Year 2					0.00
	Year 3					0.00
Study trips to Europe						
	Year 1	6 420.56	42 480.00			48 900.56
	Year 2	6 420.56	42 480.00			48 900.56
	Year 3	6 420.56	42 480.00			48 900.56
Other events						
	Year 1	49 891.88	330 097.10			379 988.98
	Year 2	49 891.88	330 097.10			379 988.98
	Year 3	49 891.88	330 097.10			379 988.98
TOTAL		272 037.69	1 799 868.96	0.00	0.00	2 071 906.65
7. Point-of-sale (POS) promotion						
Tasting days						
	Year 1	5 079.03	33 604.12			38 683.15
	Year 2	5 079.03	33 604.12			38 683.15
	Year 3	5 079.03	33 604.12			38 683.15
Other: promotion in retailers' publications, POS advertising (shelf talkers, posters, etc.), promotion in canteens						
	Year 1	8 382.39	55 460.00			63 842.39
	Year 2	8 382.39	55 460.00			63 842.39
	Year 3	8 382.39	55 460.00			63 842.39
TOTAL		40 384.26	267 192.36	0.00	0.00	307 576.62
8. Other activities						
Other activities						
	Year 1					
	Year 2					
	Year 3					
TOTAL						
9. Evaluation of results						
Evaluation of results						
	Year 1	3 778.58	25 000.00			28 778.58
	Year 2	3 778.58	25 000.00			28 778.58
	Year 3	3 778.58	25 000.00			28 778.58
TOTAL		11 335.74	75 000.00	0.00	0.00	86 335.74

Work package	Years	A. Direct personnel costs	B. Direct costs subcontracting	C. Other direct costs	D. Financial support to third party	TOTAL
Other eligible costs of PO						
Other eligible costs of PO (audit certificates, guarantee for prefinancing, non-recoverable VAT)						
	Year 1			3 500.00		3 500.00
	Year 2			3 500.00		3 500.00
	Year 3			3 500.00		3 500.00
TOTAL		0.00	0.00	10 500.00	0.00	10 500.00
Total all headings	Year 1	131 918.39	812 804.87	44 000.01	10 000.00	998 723.27
Total all headings	Year 2	131 918.39	812 804.87	38 000.00	10 000.00	992 723.26
Total all headings	Year 3	131 918.39	812 804.87	38 000.00	10 000.00	992 723.26
SUB-TOTAL		395 755.17	2 438 414.61	120 000.01	30 000.00	2 984 169.79
Indirect costs of POs (max. 4 % of direct personnel costs of POs)		15 830.21				
GRAND TOTAL		411 585.38	2 438 414.61	120 000.01	30 000.00	3 000 000.00

Due to the type of the form (XFA form) IT IS NOT ALLOWED to attach this document as it is, directly in SEP.

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ANNEX 2

ESTIMATED BUDGET FOR THE ACTION

Estimated eligible ¹ costs (per budget category)																			
Direct costs																			
A. Personnel costs		B. Subcontracting costs		C. Purchase costs						D. Other cost categories		E. Indirect costs ³		Total costs		Estimated EU contribution ²			Maximum grant amount ⁶
A.1 Employees (or equivalent)		B. Subcontracting		C.1 Travel and subsistence		C.2 Equipment		C.3 Other goods, works and services		D.1 Financial support to third parties		E. Indirect costs		Total costs		Funding rate % ⁴	Maximum EU contribution ⁵	Requested EU contribution	
Actual costs	Unit costs ⁷	Actual costs		Travel	Accommodation	Subsistence	Actual costs	Actual costs	Actual costs	Actual costs	Actual costs	Flat-rate costs ⁸	Total costs		U	g = f * U%	h	m	
a1	a3	b	c1a	c1b	c1c	c2	c3	d1	e = flat-rate * (a1 + a3)	f = a + b + c + d + e	80	g = f * U%	h	m					
277 028,64	0,00	2 438 414,61	34 140,00	24 040,00	26 320,01	6 000,00	29 500,00	30 000,00	11 081,15	2 876 524,41	80	2 301 219,53	2 301 219,53	2 301 219,53					
118 726,53	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	4 749,06	123 475,59	80	98 780,47	98 780,47	98 780,47					
395 755,17	0,00	2 438 414,61	34 140,00	24 040,00	26 320,01	6 000,00	29 500,00	30 000,00	15 830,21	3 000 000,00		2 400 000,00	2 400 000,00	2 400 000,00					
1 - GARNACHA ORIGEN																			
2 - CIVR																			
Σ consortium																			

¹ See Article 6 for the eligibility conditions. All amounts must be expressed in EUR (see Article 21 for the conversion rules).

² The consortium remains free to decide on a different internal distribution of the EU funding (via the consortium agreement, see Article 7).

³ Indirect costs already covered by an operating grant (received under any EU funding programme) are ineligible (see Article 6.3). Therefore, a beneficiary/affiliated entity that receives an operating grant during the action duration cannot declare indirect costs for the year(s)/reporting period(s) covered by the operating grant, unless they can demonstrate that the operating grant does not cover any costs of the action. This requires specific accounting tools. Please immediately contact us via the EU Funding & Tenders Portal for details.

⁴ See Data Sheet for the funding rate(s).

⁵ This is the theoretical amount of the EU contribution to costs, if the reimbursement rate is applied to all the budgeted costs. This theoretical amount is then capped by the 'maximum grant amount'.

⁶ The maximum grant amount is the maximum grant amount decided by the EU. It normally corresponds to the requested grant, but may be lower.

⁷ See Annex 2a 'Additional information on the estimated budget' for the details (units, cost per unit).

⁸ See Data Sheet for the flat-rate.

ANNEX 2a

ADDITIONAL INFORMATION ON UNIT COSTS AND CONTRIBUTIONS

SME owners/natural person beneficiaries without salary (Decision C(2020) 7115¹)

Type: unit costs

Units: days spent working on the action (rounded up or down to the nearest half-day)

Amount per unit (daily rate): calculated according to the following formula:

{EUR 5 080 / 18 days = **282,22**}
multiplied by
{country-specific correction coefficient of the country where the beneficiary is established}

The country-specific correction coefficients used are those set out in the Horizon Europe Work Programme (section Marie Skłodowska-Curie actions) in force at the time of the call (see [Portal Reference Documents](#)).

¹ Commission [Decision](#) of 20 October 2020 authorising the use of unit costs for the personnel costs of the owners of small and medium-sized enterprises and beneficiaries that are natural persons not receiving a salary for the work carried out by themselves under an action or work programme (C(2020)7715).

ANNEX 3

ACCESSION FORM FOR BENEFICIARIES

CONSEIL INTERPROFESSIONNEL DES VINS DU ROUSSILLON (CIVR), PIC 919660590, established in 19 AV DE LA GRANDE BRETAGNE, PERPIGNAN 66006, France,

hereby agrees

to become beneficiary

in Agreement No 101045996 — GWine Asia 2022-24 ('the Agreement')

between ASOCIACION PARA LA PROMOCION DEL VINO DE GARNACHA-GARNACHA ORIGEN (GARNACHA ORIGEN) **and** the **European Research Executive Agency (REA)** ('EU executive agency' or 'granting authority'), under the powers delegated by the European Commission ('European Commission'),

and mandates

the coordinator to submit and sign in its name and on its behalf any **amendments** to the Agreement, in accordance with Article 39.

By signing this accession form, the beneficiary accepts the grant and agrees to implement it in accordance with the Agreement, with all the obligations and terms and conditions it sets out.

SIGNATURE

For the beneficiary

Stéphane Zanella with ECAS id n005spr signed in the Participant Portal on 24/11/2021 at 11:14:12 (transaction id SigId-93266-8ozNTXapScACzU3Hn03f9hdYRMgtnLSmBTPDPgYxCPdSBfYnwTMWoYa7a8vvzSuGDcsb22TzejllIzrtvmO6DCe-rS0vSrmBGYCs5AZQAW3FQ8-1FLnnk23C17nxubVzd6r4hqvldfgoPhuU6sB0KhVhurTftOYp6NIYOyLPa8B74MaSVcqCR6Bp9SMUly7BIJvC). Timestamp by third party at 2021.11.24 11:14:17 CET

FINANCIAL STATEMENT FOR PARTICIPANT NAME FOR REPORTING PERIOD (NUMBER)

Eligible ¹ costs (per budget category)										EU contribution ²			Revenues		
Direct costs										EU contribution to eligible costs		Total costs	Requested EU contribution		Income generated by the action
A. Personnel costs	B. Subcontracting costs		C. Purchase costs				D. Other cost categories	E. Indirect costs ²	Total costs	Funding rate % ³	Maximum EU contribution ⁴	Requested EU contribution	Total requested EU contribution		
A.1 Employees (or equivalent)	A.4 SME owners and natural person beneficiaries	B. Subcontracting	C.1 Travel and subsistence	C.2 Equipment	C.3 Other goods, work and services	D. Financial support to third parties	E. Indirect costs	F. Flat-rate costs ⁶							
A.2 Natural persons under direct contract	A.3 Seconded persons		Travel	Accommodation	Subsistence		E. Indirect costs	Flat-rate costs ⁶							
Actual costs	Unit costs ⁵	Actual costs	Actual costs	Actual costs	Actual costs	Actual costs	Actual costs	Actual costs	Actual costs	Actual costs	Actual costs	Actual costs	Actual costs	Actual costs	
a1	a3	b	c1a	c1b	c1c	c2	c3	d1a	d1a	e = flat-rate * (a1 + a3)	f = allocation	g = f * UK	h	m	
XX - (short name beneficiary/affiliated entity)															

The beneficiary/affiliated entity hereby confirms that:
 The information provided is complete, reliable and true.
 The costs and contributions declared are eligible (see Article 6).
 The costs and contributions can be substantiated by adequate records and supporting documentation that will be produced upon request or in the context of checks, reviews, audits and investigations (see Articles 19, 20 and 25).
 For the last reporting period, that all the revenues have been declared (see Article 22).

①. Please declare all eligible costs and contributions, even if they exceed the amounts indicated in the estimated budget (see Annex 2). Only amounts that were declared in your individual financial statements can be taken into account later on, in order to replace costs/contributions that are found to be ineligible.

¹ See Article 6 for the eligibility conditions. All amounts must be expressed in EUR (see Article 21 for the conversion rules).

² If you have also received an EU operating grant during this reporting period, you cannot claim indirect costs - unless you can demonstrate that the operating grant does not cover any costs of the action. This requires specific accounting tools. Please contact us immediately via the Funding & Tenders Portal for details.

³ See Data Sheet for the reimbursement rates(s).

⁴ This is the beneficiary amount of EU contribution to costs that the system calculates automatically (by multiplying the reimbursement rates by the costs declared). The amount you request (in the column 'requested EU contribution') may be less.

⁵ See Annex 2b 'Additional information on the estimated budget' for the details (units, cost per unit).

⁶ See Data Sheet for the flat-rate.

ANNEX 5

SPECIFIC RULES

INTELLECTUAL PROPERTY RIGHTS (IPR) — BACKGROUND AND RESULTS — ACCESS RIGHTS AND RIGHTS OF USE (— ARTICLE 16)

List of background

The beneficiaries must, where industrial and intellectual property rights (including rights of third parties) exist prior to the Agreement, establish a list of these pre-existing industrial and intellectual property rights, specifying the rights owners.

The coordinator must — before starting the action — submit this list to the granting authority.

Rights of use of the granting authority on results for information, communication, dissemination and publicity purposes

The granting authority also has the right to exploit non-sensitive results of the action for information, communication, dissemination and publicity purposes, using any of the following modes:

- **use for its own purposes** (in particular, making them available to persons working for the granting authority or any other EU service (including institutions, bodies, offices, agencies, etc.) or EU Member State institution or body; copying or reproducing them in whole or in part, in unlimited numbers; and communication through press information services)
- **distribution to the public** in hard copies, in electronic or digital format, on the internet including social networks, as a downloadable or non-downloadable file
- **editing** or **redrafting** (including shortening, summarising, changing, correcting, cutting, inserting elements (e.g. meta-data, legends or other graphic, visual, audio or text elements extracting parts (e.g. audio or video files), dividing into parts or use in a compilation
- **translation** (including inserting subtitles/dubbing) in all official languages of EU
- **storage** in paper, electronic or other form
- **archiving** in line with applicable document-management rules
- the right to authorise **third parties** to act on its behalf or sub-license to third parties, including if there is licensed background, any of the rights or modes of exploitation set out in this provision
- **processing**, analysing, aggregating the results and **producing derivative works**

- **disseminating** the results in widely accessible databases or indexes (such as through ‘open access’ or ‘open data’ portals or similar repositories, whether free of charge or not

The beneficiaries must ensure these rights of use for the whole duration they are protected by industrial or intellectual property rights.

If results are subject to moral rights or third party rights (including intellectual property rights or rights of natural persons on their image and voice), the beneficiaries must ensure that they comply with their obligations under this Agreement (in particular, by obtaining the necessary licences and authorisations from the rights holders concerned).

COMMUNICATION, DISSEMINATION AND VISIBILITY (— ARTICLE 17)

Additional communication and dissemination activities

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**

Special logos

All visual information and promotion material used must bear the ‘*Enjoy, it’s from Europe!*’ logo:



which must be:

- in English, but it is possible to translate the text in a footnote
- vertical
- in colour (orange = 8-M74-Y90-K0) or in black and white (orange replaced with black K100 and blue with grey K60)
- in a size which is proportional to the size of the material on which it is placed.

Depending on the theme of the campaign, the logo may be accompanied by one of the following texts:

Theme	Text
Environment	The European Union supports campaigns that promote respect for the environment.

Quality and food safety	The European Union supports campaigns that promote high quality agricultural products.
Health	The European Union supports campaigns that promote a healthy lifestyle.
Diversity	The European Union supports campaigns that promote a wide variety of agricultural products.
Tradition	The European Union supports campaigns that promote agricultural traditions.

SPECIFIC RULES FOR CARRYING OUT THE ACTION (— ARTICLE 18)

Specific rules for information and promotion campaigns for agricultural products

When implementing information and promotion campaigns, the beneficiaries must respect the following conditions:

- ensure that the information and promotion measures are objective, unbiased and non-discriminatory
- ensure that the information and promotion measures also promote the EU action and use both the EU flag and funding statement and the special logo
- when using a project website for the information and promotion measures: use an .eu domain, include clear information about the website owner and ensure that the website is either shut down after the end of the action or, if continued, properly maintained and protected against cybersquatting
- for **mentions of origin** of the promoted products:
 - ensure that the information and promotion measures are not origin-oriented
 - ensure that the main message is EU-oriented (and not focused on a specific origin) and, in particular, that:
 - the mention of origin complements the main EU message
 - the mention of origin does not encourage consumers to buy domestic goods solely because of their origin and the information on the particular properties of the product is also provided
 - the mention of origin remains secondary; this means for actions in EU Member States, that the text or symbol(s) referring to the origin must be *less* prominent than the text or symbol(s) referring to the main EU message; for actions in non-EU countries, it must be *not more* prominent than text or symbol(s) referring to the main EU message
 - the main EU message is not obscured by material related to the mention of origin (such as pictures, colours, symbols, etc.) and this material appears in a separate area

- ensure that the mention of origin refers to national level or above (i.e. refers to a supra-national area or a Member State, but not below) — unless the mention of origin is part of:
 - an outermost regions logo ('RUP logo')¹ or related visual material
 - a national quality scheme with an origin in its name
 - an origin mentioned in the name of a product recognised under one of the following EU quality schemes:
 - protected designation of origin (PDO)
 - protected geographical indication (PGI) or
 - traditional specialities guaranteed (TSG)²
 - the mention of origin is limited to visual material (i.e. not audio)
 - for use of **brands**:
 - ensure that the information and promotion measures are not brand-oriented
 - ensure that — except for information and promotion measures concerning national quality schemes registered as trade-mark — the use of brands:
 - is limited to:
 - demonstrations or tastings (at fairs, business-to-business events, on websites or in point of sales) and
 - printed information and promotional material distributed during such demonstrations and tastings
- and
- complies with the following:
 - only brands that fall within the definition of trade marks under Articles 4 and 66 of Regulation No 207/2009³ or Article 2 of Directive 2008/95/EC⁴ are used

¹ See Annex I to Commission Delegated Regulation (EU) No 179/2014 of 6 November 2013 supplementing Regulation (EU) No 228/2013 of the European Parliament and of the Council with regard to the register of operators, the amount of aid for the marketing of products outside the region, the logo, the exemption from import duties for certain bovine animals and the financing of certain measures relating to specific measures for agriculture in the outermost regions of the Union (OJ L 63, 4.3.2014, p. 3).

² Commission Delegated Regulation (EU) No 664/2014 of 18 December 2013 supplementing Regulation (EU) No 1151/2012 of the European Parliament and of the Council with regard to the establishment of the Union symbols for protected designations of origin, protected geographical indications and traditional specialities guaranteed and with regard to certain rules on sourcing, certain procedural rules and certain additional transitional rules (OJ L 179, 19.6.2014, p. 17).

- the display of brands does not weaken the main EU message and, in particular:
 - the display of brands remains secondary (i.e. in a smaller format than the main EU message)
 - the main EU message is not obscured by the display of branded material (such as pictures, colours, symbols, etc.)
- the brands are limited to visual display (i.e. not audio)
- all members of the beneficiary organisation have been given an equal opportunity to display their brands and the brands are displayed together in an equally visible manner in an area separate from that devoted to the main EU message
- the brands are displayed as follows:
 - for fairs, business-to-business events or point of sales, either:
 - all brands together in a banner on the front of the counter, with the banner not exceeding 5 % of the total surface area of the front of the counter (or proportionally less if less than 5 brands are mentioned)
 - or
 - the brands individually, in separate and identical booths in a neutral and identical way, on the front of the counter, with the display of the brand name not exceeding 5 % of the total surface area of the front of the counter (or proportionally less if less than 5 brands are mentioned)
- for websites: all brands together, either:
 - in a banner at the bottom of the webpage, with:
 - the banner not exceeding 5% of the total surface area of the webpage (or proportionally less if less than 5 brands are mentioned) and
 - each brand being smaller than the European flag (emblem) (see Article 17)
- or

³ Council Regulation (EC) No 207/2009 of 26 February 2009 on the Community trade mark (OJ L 78, 24.3.2009, p. 1).

⁴ Directive 2008/95/EC of the European Parliament and of the Council of 22 October 2008 to approximate the laws of the Member States relating to trade marks (OJ L 299, 8.11.2008, p. 25).

- on a dedicated webpage distinct from the home page, in a neutral and identical way for each brand
- for printed information and promotional material distributed during demonstrations and tastings: all brands together in a banner at the bottom of the page, with the banner not exceeding 5 % of the total surface area of the page (or proportionally less if less than 5 brands are mentioned)
- for **health claims** (i.e. information on the impact of a product on health):
 - ensure that the health claim for actions in EU Member States complies with the Annex to Regulation No 1924/2006⁵ or is approved by the national authority responsible for public health in the Member State where the operations are carried out; for actions in non-EU countries, it must be approved by the competent national authority in the country where the operations are carried out/
 - for actions in EU Member States: ensure that information and promotion measures concerning a **national quality scheme** focus on the scheme and not on individual products (i.e. individual products are only used to illustrate the scheme and appear as a secondary message, not weakening the main EU message).

Specific rules for financial support to third parties

Where financial support to third parties is given to entities that are linked to the beneficiary⁶, the beneficiaries must ensure that the costs charged to the action are limited to the costs actually incurred and that the entities comply with the principle of sound financial management and keep records on their costs.

⁵ Regulation (EC) No 1924/2006 of the European Parliament and of the Council of 20 December 2006 on nutrition and health claims made on foods (OJ L 404, 30.12.2006, p. 9).

⁶ '**Linked entities**' are entities that have a link with the beneficiary, in particular, a legal or capital link, which is neither limited to the action nor established for the sole purpose of its implementation.



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