



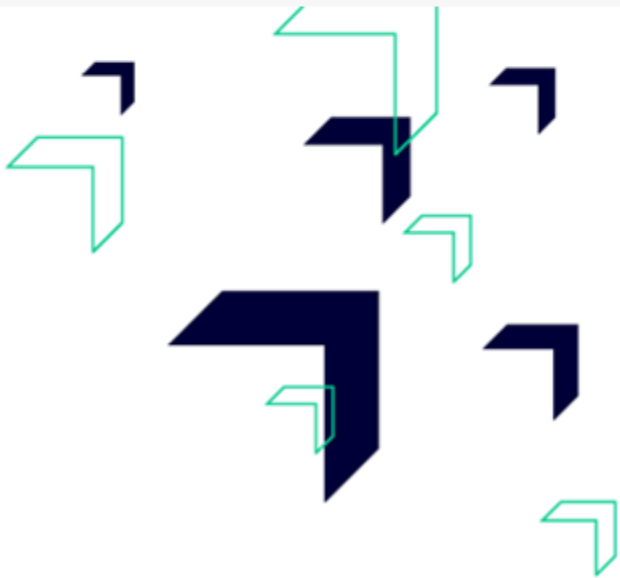
GOVERNMENT  
OF MALTA



# **Intervention 77.1.2: Cooperation Support for Information and Promotion Actions of Quality Schemes**

COMMON AGRICULTURAL POLICY STRATEGIC PLAN  
(MALTA) 2023 - 2027

28<sup>th</sup> March 2025 (1pm)



Co-funded by  
the European Union

# SCOPE

The aim of this Intervention is to support activities of information and promotion of quality schemes in order to encourage farmers and other stakeholders to apply for quality schemes whilst also informing consumers about such quality schemes.

# ELIGIBLE APPLICANTS

Support under this intervention is available to:

- ✓ Farmers (whether natural/legal persons);
- ✓ Group of Farmers (including inter alia partnerships, cooperatives);
- ✓ Groups of producer and producer organisations;
- ✓ Public entities.

# ELIGIBLE ACTIONS

This call is open for information and promotion actions which cover any of the following:

- ✓ EU Protected Geographical Indications, Protected Designations of Origin and Traditional Specialities Guaranteed, can only be granted in respect of products registered in one of the EU registers.
- ✓ Organic products support is granted for products complying with the conditions of Council Regulation (Regulation (EU) 2018/848).
- ✓ For spirit drinks bearing a geographical indication according to Regulation (EU) 2019/787, support can only be granted in respect of products registered in the EU register.
- ✓ The Products of Quality National Scheme set in accordance with the criteria laid down in Article 47 of Regulation (EU) 2022/126
- ✓ Other voluntary schemes which may be introduced in the CAP SP

# ELIGIBLE EXPENDITURE

The following type of expenditure is considered eligible for the purpose of support:

- ✓ For promotional works and actions, eligible costs include the following: costs of promotional campaigns targeting both farmers (to encourage them to join schemes) and food consumers (to raise awareness of the higher standards and guaranteed provenance that will accompany new quality standards and labels).
- ✓ Also costs of preparing materials in different media (print, film, social media) for promotions, and establishing networks to bring farmer producers closer to the customer as part of increasing awareness.

## ELIGIBLE EXPENDITURE (continued)

- ✓ An automatic 7% flat rate of the total direct eligible costs in line with Article 83(2)(c) of Regulation (EU) 2021/2115 and Article 54(a) of Regulation (EU) 2021/1060. The budget allocation covered by this automatic flat rate is specifically for overhead costs incurred by any Beneficiary who carries out an EU-funded project. No documentation needs to be provided by applicants in order to be awarded this flat rate.
- ✓ As per regulation (EU) 2021/2116, Article 44, Payments to Beneficiaries, beneficiaries may request an advance payment of up to 50% of the public aid.
- ✓ The MA reserves the right to utilise the simplified cost option applying standard prices for all actions under this Intervention

# Specific Provisions

- ✓ The promotional works and actions must have direct relevance for Maltese producers
- ✓ Information and promotion activities eligible for support shall be activities designed to encourage, among others, producers to participate in quality schemes and /or consumers to buy the agricultural products or foodstuffs covered by Union or national quality schemes.\*
- ✓ Eligible quality schemes for information and promotion activities should solely concern agricultural products and foodstuffs, and not agricultural holdings and/or their environmental certification.
- ✓ Only information and promotion activities in the internal market shall be eligible for support.
- ✓ All information and promotion material drawn up in the context of a supported activity comply with Community and national legislation applicable in the Member State in which the information and promotion activities are carried out.
- ✓ Information and promotion activities for protected wines, protected aromatized wines and protected spirit drinks must have clear reference to the applicable legal and regulatory requirements regarding the responsible consumption of these alcoholic drinks and the risk of alcohol abuse.

\* The project shall in all cases involve at least two actors and shall contribute to achieving one or more of the specific objectives set out in Article 6(1) and (2) of Regulation (EU) 2021/2115.

# SELECTION CRITERIA

- ✓ The proposed project addresses the Needs as expressed in the specific objectives
- ✓ Contribution of the project towards the Farm to Fork Strategy\*
- ✓ Potential of the project to enhance/result in (the adoption of) innovation/ use of state-of-the-art technology in the sector/ partnership\*
- ✓ Contribution towards Results
- ✓ Readiness
- ✓ Quality of Operation Proposal
- ✓ Sustainability

\* This criteria does not apply for projects under €50,000 in project grant value.



## OTHER INFO

Duration: The duration of the projects will be a maximum of 24 months.

Total Indicative Budget: €1million

Grant Support Rate: 70%

**Deadline: 2<sup>nd</sup> May 2025**

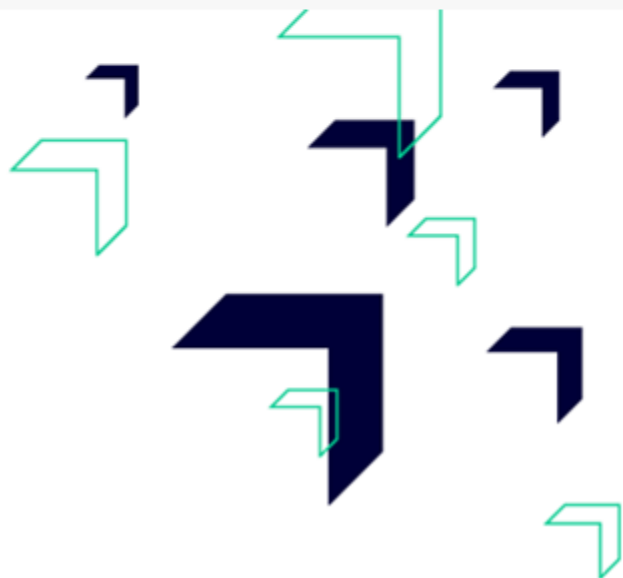


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**Thank you !**



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