



Promoting the tastes of Europe  
*Promouvoir les saveurs de l'Europe*

Workshop 3 : A more attractive and  
simple promotion policy

*Advisory committee "Promotion" 21.3.2012*

## Question n° 1: How can an information and promotion policy financed at European level be justified ?

- Lisbon 2020 strategy: smart, sustainable, inclusive growth →
- preference for European products → sustainability, employment
- competitiveness of agri-food sector
- → Internal Market
- compensation imports by exports → 3rd countries
- without neglecting the international division of labour
- 3rd country measures in coherence with other policies (SPS, FTA, bilateral negotiations)
- develop the taste for the better European produce

## Question n°2: How could the promotion policy become more attractive and more simple (at the level of Council and EP Regulation)?

- pre-phase:
  - national contact point to bring interests/ideas/people together (best practice example: 7. framework for research und development)
  - assessment of the « quality » of the applying organisation (including its representativeness)

## Question n°2: How could the promotion policy become more attractive and more simple (at the level of Council and EP Regulation)?

- application phase:
  - market surveys as basis for a programme: up to the Commission or other organisations (International Olive Oil Council)
  - overall strategy + detailed programme for year 1 (+ concepts for year 2 and 3)
  - newcomer solution → only 1 year-programme
  - « helpdesk » on national/EU level → higher probability of adoption
  - unification of procedure among MS → VAT definition of cofinancement; risk of currency exchange rate
  - clear division of tasks between MS and EC → speeding up the length of assessment + clear responsible persons for questions
  - reduced requirements for continued programmes (2<sup>nd</sup> application)

## Question n°2: How could the promotion policy become more attractive and more simple (at the level of Council and EP Regulation)?

- implementation phase:
  - less reporting
  - flexibility for shifting measures from one year to another (without questioning to allocated yearly budget)

**Question n° 3** :Which indicators could better quantify progress in the promotion policy towards the objectives of the reform?

- measuring knowledge + awareness + preference
- relationship between programme and turnovers/sold quantities only in longterm perspective