



# Promotion of agricultural products

**Rules regarding EU messages, campaign visuals and reporting on IPR**

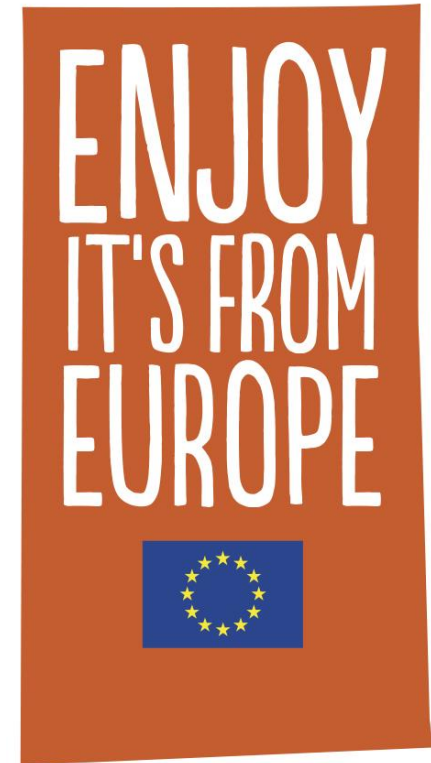
*27 January 2022, Brussels*

*Georgiana GLODEANU-BOSANCIAN*

***Kick-off meeting – Call 2021 – REA***

# Rules for promotional activities

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



# What is a EU message?

Art. 3 of Regulation 1144/2014

A promotion programme shall aim to:

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

**Reference could be made to Europe in general, to the EU, to the CAP, EU legislation, EU products or EU production standards...**

# EU message vs Call topic and Proposal

- EU message to be aligned with the objectives of the Call topic (e.g. sustainability, healthy eating practices, organic, quality schemes, etc.) as well as with the proposal which you have submitted
- Campaign messages should be based on facts; there should be no misleading statements which do not represent the reality in the sector

## Communication concept

- Mandatory deliverable by M3
- Clearly defines the communication strategy, main EU message and other key messages and visuals adapted for different target groups, communication tools and channels (e.g. for website, social media, print and online advertising, publications, events, PoS. etc.)
- During implementation, beneficiaries should not deviate from the approved communication concept
- Issues detected by REA should be corrected as soon as possible

# Food Based Dietary Guidelines (FBDG) – only for proposals targeting internal market

- For proposals in the internal market, messages shall be aligned with the FBDG of the Member States targeted by the campaign. If the campaign covers one or more products for which qualitative and quantitative recommendations on intake levels are present in the national guidelines, campaign messages shall reflect those recommendations.
- Moreover, all visual information and promotion material used must include a reference to the national FBDG of the targeted Member State/s for the promoted product/s: **“For guidance on balanced, healthy diets, please consult [Name of national food beverage dietary guidance website and the QR code if available]”**.
- Besides, activities that include as a target group persons below the age of 18 years need to comply with national rules and policies on promotion and advertising of foods to children.

[Health Promotion Knowledge Gateway \(europa.eu\)](https://europa.eu)

[Food-Based Dietary Guidelines in Europe: Source Documents | Knowledge for policy \(europa.eu\)](https://europa.eu)



# Obligations for visuals

Focus on the **Union main message** of the campaign

*(articles 2 and 3 of the Regulation EU n°1144/2014)*

Ensure the **visibility of the EU funding**

*(art. 17-18 of the MGA; art. 17-18 of the Annex 5 of MGA)*

- Promotion of Agricultural Products webpage under REA website: [Communicating your EU-funded promotional campaign - Promotion of agricultural products \(europa.eu\)](#)

*There are...*

## ✦ Compulsory elements

- EU message
- [EU emblem & its accompanying text](#)
- [The signature 'Enjoy, it's from Europe'](#)
- **Disclaimer:** “Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them.”

## ✦ Other elements

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

# EU message

Main EU message with European dimension



Indicated in the proposal or elaborated in line with what was presented in the proposal.

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

The main EU message is neither the 'Enjoy it's from Europe' signature nor the EU emblem.

The content of this leaflet represents the views of the author only and is his/her sole responsibility. The European Commission and the Consumers, Health, Agriculture and Food Executive Agency (CHAFFEA) do not accept any responsibility for any use that may be made of the information it contains.



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







## EU message

In case the campaign is promoting one or several European Quality Scheme/s

For actions that concern information and promotion measures in the internal market:

- ensure that the main EU message focuses on the scheme;
- not on the individual promoted products;
- the product promoted shall appear as secondary in relation to the Union message.





## Main EU message with European dimension



**Co-funded by  
the European Union**



CAMPAIGN FINANCED  
WITH AID FROM  
THE EUROPEAN UNION



# EU emblem

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

Mandatory for all material

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

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

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

Text must be translated in the language of the target market.

Main EU message with  
European dimension



# ‘Enjoy, it’s from Europe!’ signature

Annex 5 GA art. 17

- Mandatory only for **visual** material
- **Does not replace** the EU emblem & text, not the EU message
- In **English** (possible to translate the text in footnote)
- **Vertical**
- **In colour or B/W** (orange replaced with black and blue with grey)
- **In size proportional** to the size of the material on which it is placed
- Preferably bottom right side

**Visual identity guide for the use of the signature online**

[https://rea.ec.europa.eu/funding-and-grants/promotion-agricultural-products-0/communicating-your-eu-funded-promotional-campaign-promotion-agricultural-products\\_en#ecl-inpage-886](https://rea.ec.europa.eu/funding-and-grants/promotion-agricultural-products-0/communicating-your-eu-funded-promotional-campaign-promotion-agricultural-products_en#ecl-inpage-886)





## ‘Enjoy, it’s from Europe!’ signature

### Annex 5 GA art. 17

Thematic lines may accompany the signature (*optional*)

- **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.

# Disclaimer

## GA art. 17.3

- Mandatory for **all visual materials**, excluding small promotional items (e.g. small gadgets, such pens) and small advertisements (e.g. web banners)
- **Websites**: it shall be included in the legal notice
- **Social media**: it must be included in the account presentation section
- Text translated in the EU official languages in the near future

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and do not necessarily reflect those of  
the European Union or the European  
Research Executive Agency (REA).  
Neither the European Union nor the  
granting authority can be held  
responsible for them.*



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



# 4 clicks = 1 good visual

- **Campaign visual creator**  
(only for informative purpose)
- **Check-list** for validation for material  
(annex to *Guide for Deliverables*)
- **Disclaimer's** translation
- **EU emblem text's** translation
- **FAQs** – e.g. **Social Media**

[Funding & tenders \(europea.eu\)](https://europea.eu)

[Communicating your EU-funded promotional campaign - Promotion of agricultural products \(europea.eu\)](https://europea.eu)





Equilibrio natural



Arroz europeo  
Equilibrio natural



[www.euricesustainability.eu](http://www.euricesustainability.eu)



El consumo de arroz europeo de producción responsable garantiza que cada grano de arroz sea sostenible. El arroz europeo cumple con los requisitos de la Comisión Europea para el etiquetado de arroz responsable. El arroz europeo es un arroz responsable que se cultiva de acuerdo con los principios de sostenibilidad.



El arroz europeo cumple con los requisitos de la Comisión Europea para el etiquetado de arroz responsable.







# FOLLOW THE LEAF

Live clean with European organic



Das Inhalt dieser Werbebotschaft ist lediglich die Ansicht des Autors und liegt in seiner alleinigen Verantwortung. Die Europäische Kommission und die Bundesagentur für Verbraucherschutz, Landwirtschaft und Länderräumlichkeiten (CPRP/EL) übernehmen keine Verantwortung für eine etwaige Missverständnisse durch unrichtige Informationen.



**Bio**ls **EU**  
BIO ORGANIC LIFESTYLE

Biologische Produkte schmecken fantastisch, sie sind gesund und komplett sicher. Biologische Landwirtschaft gewährleistet ein Mehr an sauberem Wasser, fruchtbarem Boden, Biodiversität, Schutz der Umwelt und Gesundheit der Tiere.

Unabhängige Kontrollorgane zertifizieren, dass keine synthetischen Düngemittel, Spritzmittel und gentechnisch veränderte Organismen verwendet werden.

Folgen Sie dem Blatt: Suchen Sie das europäische Bio-Siegel und finden Sie Geschmack, Wohlbefinden und das gute Gefühl einer besseren Welt.



MIT MITTELN DER  
EUROPÄISCHEN UNION  
FINANZIERT KAMPAGNE

ENJOY  
IT'S FROM  
EUROPE





# Health claims

Annex 5 GA art. 18



- **Multi in internal market:**

- Health claims must comply with the Annex to Regulation No [1924/2006](#)

*or*

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

- In **third countries:**

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

Main EU message with European dimension



Secondary message/  
mention of  
national/supranational  
origin

# Mention of origin

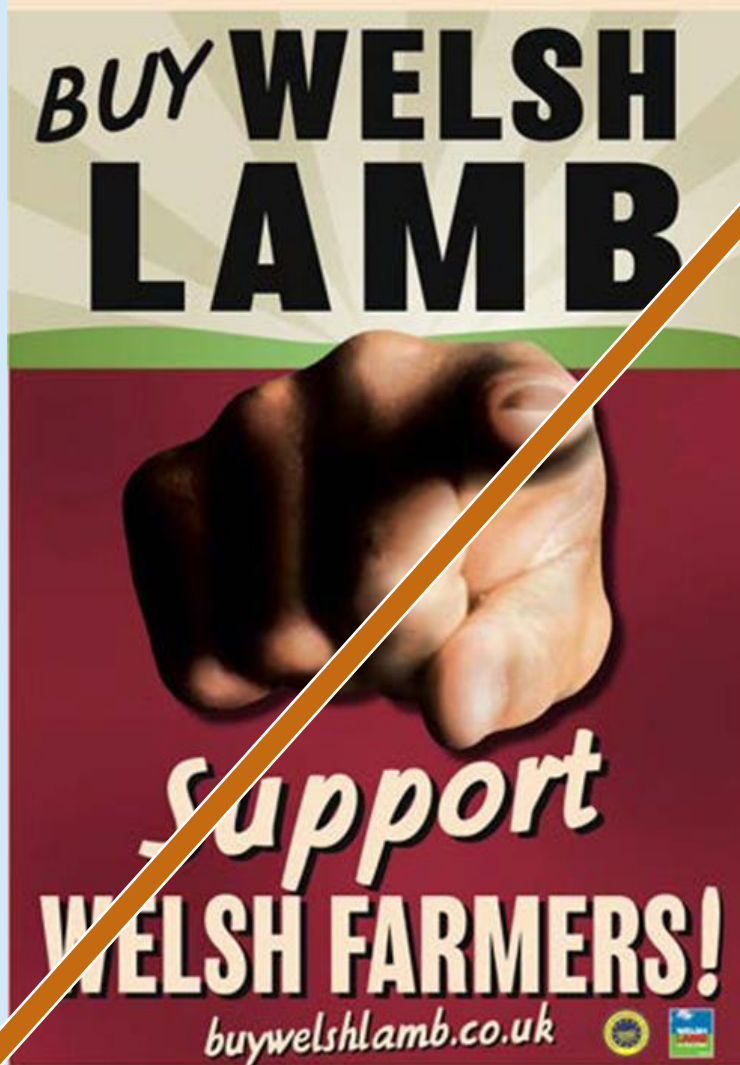
## Annex 5 GA art. 18

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

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

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

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



## Conditions for the mention of origin

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



European  
fruits  
guarantee  
quality

From **Greece** and **Cyprus**, fresh at your table



CAMPAIGN FINANCED  
WITH AID FROM  
THE EUROPEAN UNION

ENJOY  
IT'S FROM  
EUROPE

## Example: Internal market

- National origins less prominent

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

# Example: Third countries

- Mention of origin on the same level as main EU message

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



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Enjoy the European Quality with apples from Italy and France

Quality and taste

ENJOY IT'S FROM EUROPE

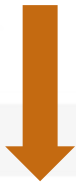
CAMPAGN FINANCIÉE WITH AID FROM THE EUROPEAN UNION

THE EUROPEAN UNION SUPPORTS CAMPAIGNS THAT PROMOTE HIGH QUALITY AGRICULTURAL PRODUCTS.

The leaflet features a row of red apples, with the foreground apple being partially eaten. At the bottom, there are logos for the European Union and various agricultural products.

## Main EU message with European dimension

Secondary message/  
mention of  
national/supranational  
origin



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

## Mention of brands

### Annex 5 GA art. 18

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

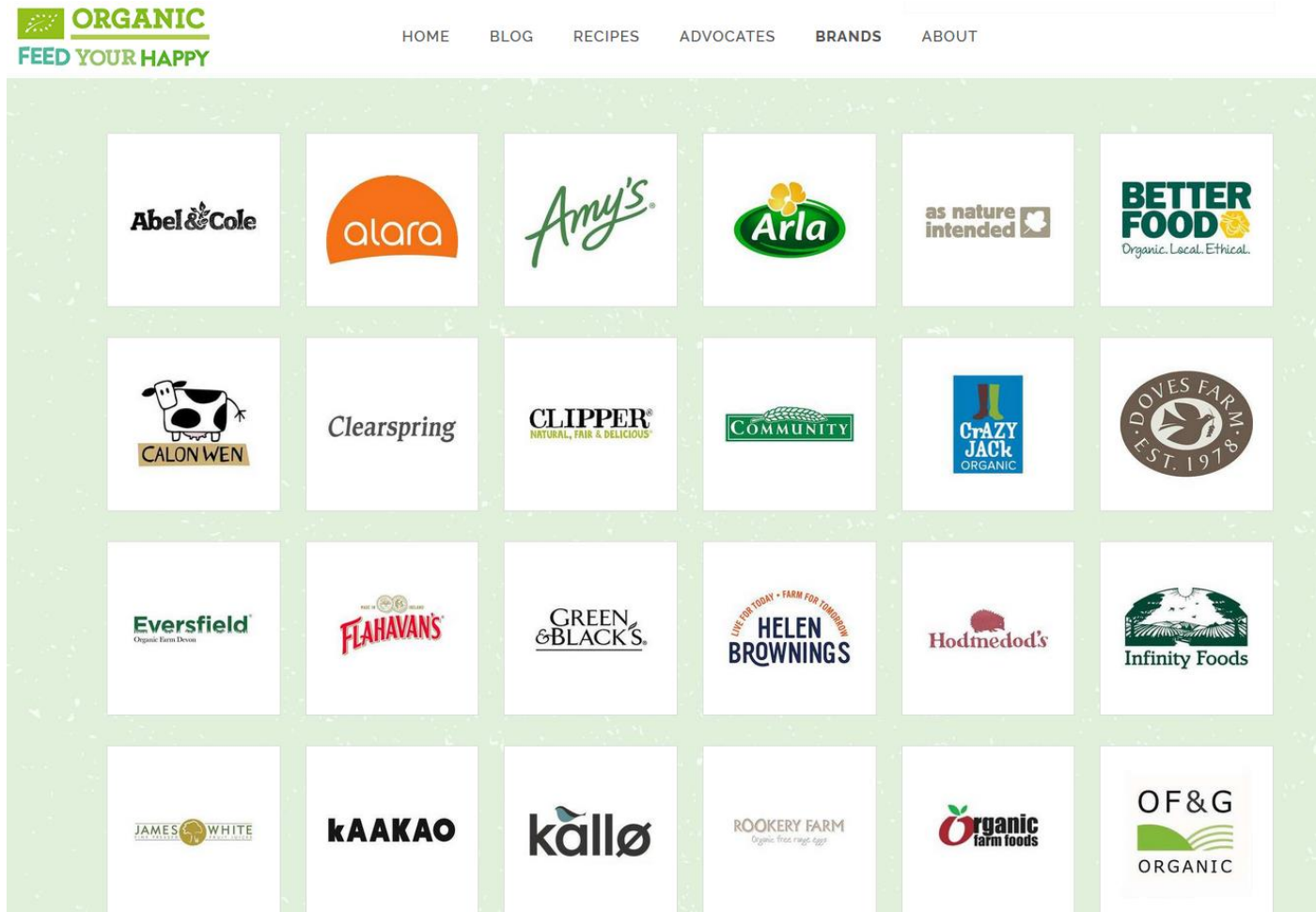
- Only during **demonstrations** (fairs, B2B events, websites) and **tastings** (fairs, B2B events, point of sales) incl. information & promotional material displayed or distributed (excl. gadgets and mascots)
- **Only for visual, not in audio** material
- Beneficiary to **justify** why mention of brands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

# Brands: specific requirements

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

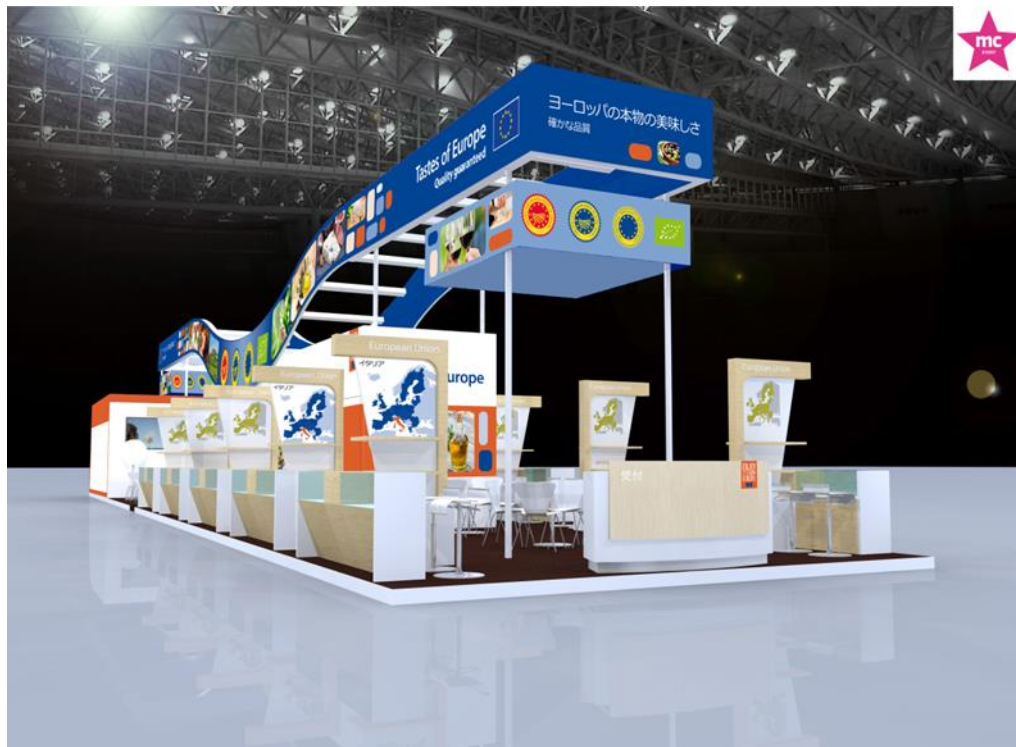


# Brands: example for website



# Brands: example for a stand

- Individual but identical corner for each representative of brands
- Same size of the names of the brands – under an EU message

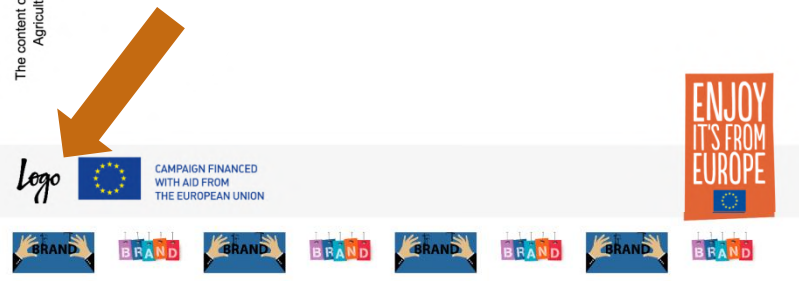


## Main EU message with European dimension

Secondary message/  
mention of  
national/supranational  
origin

## Other logos

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



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

## Campaign visual creator

**Union message - mandatory**

Colour:  Font: Arial Alignment: Center Style: Normal

**Secondary message / mention of origin**

Colour:  Font: Arial Alignment: Center Style: Normal

**EU or national quality scheme** What is it?

Select PDO/PGI/TSG/organic logo:

Upload outermost region logo:

Upload national quality scheme logo:

**Upload your graphics**

Campaign picture:

Logos (4 maximum):

Brands (minimum 5):

**Enjoy it's from Europe thematic line**

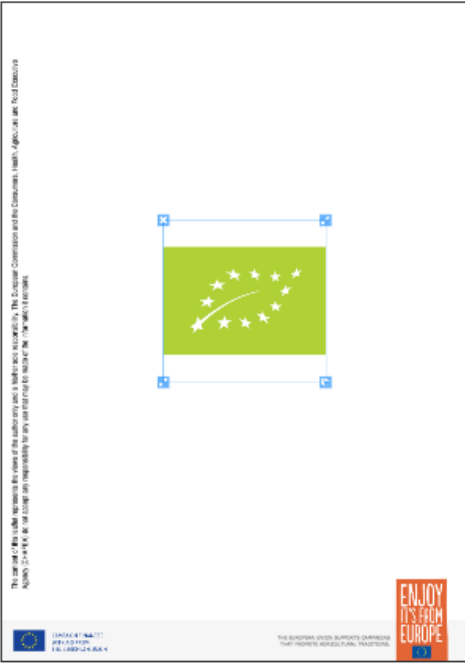
Select thematic line:

**Disclaimer**

Colour:  Font: Archivo Narrow Alignment: Left Style: Normal

The proportions presented in the visual above correspond to A4 size of the promotional leaflet.

The content of this label represents the views of the author only and is neither recommended, nor endorsed by the European Commission and the Commission for Health, Agriculture and Food Consumer Agency. It is not liable for any error or omission.



THE EUROPEAN UNION SUPPORTS CAMPAIGNS THAT PROMOTE THE QUALITY OF FOOD PRODUCTION

# Check out the campaign visual creator\* & our webinars

[Campaign visual creator | REA \(europa.eu\)](#)

[Visuals in co-funded proposals | REA \(europa.eu\)](#)

*\* The “Campaign visual creator” is a tool which offers indicative guidelines with regards to the creation of visuals. Please note that for your proposals the text accompanying the EU emblem, as well as the disclaimer text, are to be applied as mentioned in the grant agreement.*

June 29 2017 - 10:30am CEST

### Visuals in co-funded proposals

The webinar is designed to improve skills in designing and implementing successful EU-funded campaigns.

# Additional communication and dissemination activities

Annex 5 of GA – art. 17

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

# Pre-existing rights and ownership of the results

including intellectual and industrial property rights

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

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

# What are IPRs?

## Intellectual Property Rights include:

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

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

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



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

🤔 Le saviez-vous ?  
Pour finir son affinage, le Reblochon est posé et retourné sur une planche d'épicéa.

Suivez les aventures de François et Théo, partis à la rencontre des 50 AOP Laitières 

Photos © Picturoule / Cyclo-Photographe



Reblochon



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

 J'aime la Page

## Mention of third parties' rights

*Dairy PDO PGI #779685*

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

# Mention of third parties' rights

Green Cities #779493

- Brochure
- Copyright is identified in each picture



→ Case Study

## Park am Gleisdreieck, Berlin



Das Gelände am Berliner Gleisdreieck diente viele Jahrzehnte lang dem Güter- und Personenverkehr. Im Zweiten Weltkrieg schwer beschädigt, interessierten sich erst in den 1970er Jahren Bürgeraktivisten und Naturschützer wieder für die Brachflächen. 25 Jahre wurde über die Zukunft des 26 Hektar großen Areals diskutiert – mit Erfolg. Der neu angelegte Park, bestehend aus Ostpark und Westpark, gehört heute zu den grünen Lieblingsorten der Berliner, wie Menschen haben sich über die Jahre immer mehr für dieses Projekt eingesetzt. Der Lohn: Ein Ort, der sich an den Bedürfnissen aller orientiert. Freizeitsportler, Familien, Picknick-Fans, Beachvolleyballer, Jogger, Senioren und viele mehr finden hier Rückzugsorte und vielseitige Freizeitmöglichkeiten zur aktiven Gestaltung. Der noch junge Park am Gleisdreieck ist ein gelungenes Beispiel dafür, wie Grün im öffentlichen Raum durch Partizipationsprozesse gestaltet werden kann. ■

**1.700**

Im Ostpark wurden 1950 und im Westpark 2000 neue Bäume und Sträucher gepflanzt, insgesamt also über 1.700.



## Beneficiaries' creations

 **AOP Laitières : 45 fromages, 3 beurres, 2 crèmes** 10 octobre, 17:39 · 🌐

Maël et sa famille sont éleveurs de brebis dans l'Aveyron et produisent du lait destiné à la fabrication de Roquefort AOP. Avec passion et savoir-faire, ils apportent le plus grand soin, chaque jour, à leurs animaux et à leur terroir.



*Dairy PDO PGI #779685*

- Social media communication
- **Copyright is not present, but it easily identifiable the owner of the picture (i.e. AOP Laitières)**
- The creator is the beneficiary itself (or all the rights have been transferred)

N.B. Staff under direct contract could be considered as a third party

# How to provide the IPR information to us?

Two lists are required (in one Excel file):

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

The lists should include the following elements:

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

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

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

# Template for lists

- Separate lists

PRE-EXISTING INDUSTRIAL AND INTELLECTUAL PROPERTY RIGHTS											
DESCRIPTION						Name of the creator	Produced in the project or Purchased	LICENSE			
Page Ref	Name of the visual	Categorie	Format	Usage	Comments			Acquisiti on date	Type of license	Right to use the	
									XXX	CHAFEA/ EC	

INTELLECTUAL PROPERTY RIGHTS INCORPORATED IN THE RESULTS											
DESCRIPTION						Name of the creator	Produced in the project or Purchased	LICENSE			
Ref	Name of the visual	Categorie	Format	Usage	Comments			Acquisiti on date	Type of license	Right to use the	
									xxx	CHAFEA/ EC	

- Common list

WP	Activity	Description of item	Details	Agency in charge	Name of copyright owner (creator)	Rights to use creations (who)	Rights to use creations Except pre-existing rights (extent)	Licence acquired (date of acquisition)	Licence acquired (expiration date of licence)	Coverage	Comments

# Example of lists

© 2018 Garnacha. All rights reserved. Licence to REA under conditions

## Confidential

PRE-EXISTING INDUSTRIAL AND INTELLECTUAL PROPERTY RIGHTS											
DESCRIPTION						Name of the creator	Produced in the project or Purchased	LICENSE			
Page Ref	Name of the visual	Categorie	Format	Usage	Comments			Acquisition date	Type of license	Right to use the element	
									Garnacha/grenache	CHAFFA	
Logo	Garnacha	Brand support	Logo and trademark	Across the campaign		Garnacha Origen	Produced in the project	2015	In Spain, 10 year duration	yes	yes
	Garnacha	Brand support	Logo and trademark	Across the campaign		Garnacha Origen	Produced in the project	2015	In USA, 10 year duration	yes	yes
	Garnacha	Brand support	Logo and trademark	Across the campaign		Garnacha Origen	Produced in the project	2016	In Canada, 15 year duration	yes	yes
INTELLECTUAL PROPERTY RIGHTS INCORPORATED IN THE RESULTS											
DESCRIPTION						Name of the creator	Produced in the project or	LICENSE			
Ref	Name of the visual	Categorie	Format	Usage	Comments			Acquisition date	Type of license	Right to use the element	
									Garnacha/grenache	CHAFFA	
Ads	garnachagrenache.com banners	Ads			<ul style="list-style-type: none"> <li>&gt; header</li> <li>&gt; footer</li> <li>&gt; 3 horizontal banners of the home page</li> <li>&gt; world map "the wine"</li> <li>&gt; 3 new pictures</li> <li>&gt; grape-specific visual assets</li> </ul>	Elizabeth Maphis	Produced in the project	2017	global licence of indefinite duration	yes	yes
Ads	Advertorial Wine Enthusiast	Ads	Design and Picture	Print		Elizabeth Maphis	Produced in the project	2017	global licence of indefinite duration	yes	yes

**THANK YOU  
FOR YOUR ATTENTION!**

**Promotion of agricultural products  
(europa.eu)**

**#EUAgriPromo**





## IPR list for visuals presented

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Slides 5 & 30: © 2017/2019 – Garnacha Origen/Sopexa – © 2019 Ecceolio / Unaprol  
Slides 11-12: © 2019 EURICE - NOVACERT – © 2019 Biols.eu  
Slide 16: © 2019 EU Fruits source: Win International  
Slides 25 & 27: © 2018/2019 Diary PDO PGI – CNIEL. element concerned: 1<sup>st</sup> picture source: *Picturoule*  
Slide 26: © 2018 Green cities / ENA- source Geerts Publishing & co.  
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