



Checklist for visual material in compliance with the Grant Agreement

This indicative checklist is provided for beneficiaries to facilitate their preparation of correct visuals and respective deliverables.

Compliance of the visual material with the conditions of visibility of EU funding mentioned in article 22 of the grant agreement	
✓	<p>The EU emblem is present, with appropriate prominence and accompanied by the text: "campaign financed with aid from the European Union" or its translation into the language of the target market(s).</p>
	<p>For visual media, the emblem and accompanying text "campaign financed with aid from the European Union" are clearly visible at the beginning, during or at the end of the message.</p> <p>For audio message, it is clearly heard at the end of the message.</p>
	<p>The signature "Enjoy, it's from Europe!" is present and it follows the instructions in terms of language, location, orientation, size, colour:</p> <p>https://ec.europa.eu/chafea/agri/funding-opportunities/instructions-on-the-use-of-the-signature-enjoy-it-s-from-europe</p> <p>An optional thematic line can be present.</p> <p>NOTE: The signature does not replace the EU emblem!</p>
	<p>The mandatory disclaimer is present except for small promotional items (e.g. small gadgets, such as pens) and small advertisements (e.g. web banners). For websites, this disclaimer must be included in the legal notice. For social media accounts, it must be included in the account presentation section.</p> <p>The English version of the disclaimer:</p> <p><i>The content of this promotion campaign [insert appropriate description, e.g. advertisement, publication, article, etc.] 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 (CHAFEA) do not accept any responsibility for any use that may be made of the information it contains.</i></p> <p>Other language versions of the disclaimer are available here:</p> <p>https://ec.europa.eu/chafea/agri/sites/chafea/files/disclaimer-texts-all-languages_en.pdf</p>
	<p>Beneficiaries' logos are less prominent (in terms of size, colour, position etc.; less 'eye-catching') than the EU emblem.</p> <p>NOTE: In case of several proposing organisations, it is not necessary to include all the logos of the proposing organisations in all the targeted markets. It is up to the proposing organisations to decide how their logos will be presented.</p>

The Main EU message (mandatory) and secondary messages (optional)	
	<p>The main EU message is prominent and not overshadowed by any secondary message (in terms of size, colour, position etc.; it should be more 'eye-catching').</p> <p>The main message can be included in the campaign logo.</p> <p>NOTE: The main EU message should include a European dimension. The main EU message is neither the Enjoy it's from Europe signature nor the EU emblem.</p>
	<p>Messages comply with the ones proposed in the part B of Annex I of the grant agreement or with the concept explained in part B of Annex I, if concrete messages had not been presented at programme submission stage.</p>
National quality scheme (optional)	
Option A: Promotion of a national quality scheme has been presented in the approved programme proposal	
	<p>National quality scheme is a recognized national quality scheme in accordance with Article 16, § 1, letter b and c of the Regulation (EU) No. 1305/2013.</p>
	<p>If the national logo contains a reference to origin, the following conditions are respected:</p> <ul style="list-style-type: none"> • For campaigns in the <u>internal market</u>: the national logo is mentioned in a manner secondary to the main Union message of the campaign (i.e. the EU organic logo). • For campaigns in <u>third countries</u>: the national logo is not more prominent than the main Union message of the campaign.
Option B: Promotion of a national quality scheme <u>has NOT been</u> presented in the approved programme proposal – not allowed, but could be tolerated for national organic logo, if less prominent than the EU organic logo	
	<p>The organic national quality scheme is a recognized national quality scheme in accordance with Article 16, § 1, letter b and c of the Regulation (EU) No. 1305/2013.</p>
Brands (optional)	
Option A: There is no display of brands	
	<p>Brands are not displayed on visual material.</p>
Option B: Brands are displayed	
	<p>The use of brands was justified in the proposal (it is explained why the mention of brands is necessary to attain the objectives and how this will not dilute the main EU Message, in accordance with Art.5(4) of the Regulation 2015/1831).</p>
	<p>The display of brands is limited to:</p> <ul style="list-style-type: none"> • 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.

	<p>The display of brands does not weaken the main EU message and, in particular:</p> <ul style="list-style-type: none"> • 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.) i.e. brands are mentioned in an area distinct from the EU message. • 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.
	<p>A minimum of 5 brands is displayed.</p> <p>The brands occupy an area smaller than 5% of the total surface.</p> <p>If there are less than 5 brands, the area is reduced proportionally.</p> <p>Brands are equally visible.</p>
	<p>If less than 5 brands are displayed, it is demonstrated that less than 5 brands are produced and that it was not possible to build a multi-products, multi-country proposal.</p> <p>NOTE: If the brand is a recognized national quality scheme (registered as trademark), it can be displayed alone.</p>
	<p><u>For fairs, business-to-business events or point of sales:</u> the brands are displayed either:</p> <ul style="list-style-type: none"> • 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).
	<p><u>For websites:</u> all brands together, either:</p> <ul style="list-style-type: none"> • in a banner at the bottom of the webpage, with: <ul style="list-style-type: none"> - 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 EU emblem (see Article 22); <p>or</p> <ul style="list-style-type: none"> • on a dedicated webpage distinct from the home page, in a neutral and identical way for each brand.
	<p><u>For printed information and promotional material distributed during demonstrations and tastings:</u> 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).</p>

Mention of origin (optional)	
Option A: There is no mention of origin	
	Origin of promoted products is not mentioned on the material.
Option B: Origin of promoted products is mentioned	
	The mention of origin does not encourage consumers to buy goods on the sole ground of their national origin.
	<p>There is no mention of origin referring to subnational level. The mention of origin might refer to national level or above (i.e. to a supranational area or a Member State) but not below — unless the mention of origin is part of:</p> <ul style="list-style-type: none"> • an outermost regions logo ('RUP logo') or related visual material; • a national quality scheme with an origin in its name; • an origin mentioned in the name of a product registered under one of the EU quality schemes: PDO, PGI or TSG.
	The mention of origin is limited to visual material (i.e. not audio).
	<ul style="list-style-type: none"> • <u>Internal market</u>: Mention of the origin must always be secondary in relation to the main Union message of the campaign. • <u>Third countries</u>: Origin may be on the same level as the main Union message. • For products recognised under the quality schemes referred to in point (a) of Article 5(4), the origin registered in the denomination may be mentioned without any restriction.
Health claims, proper dietary practices, responsible alcohol consumption	
Option A: There are no health claims, messages on proper dietary practices or responsible alcohol consumption	
	There are no health claims and messages on proper dietary practices or responsible alcohol consumption.
Option B: Messages contain health claims, messages on proper dietary practices or responsible alcohol consumption	
	<ul style="list-style-type: none"> • <u>Internal market</u>: The deliverables and message(s) are in line with the relevant national rules in the field of public health in the Member State where the programme will be carried out. They comply with the Annex to Regulation No 1924/2006 or are approved by the national authority responsible for public health in the target Member State. • <u>Third countries</u>: Messages are accepted by the national authority responsible for public health in the country where the operations are carried out.

Spirit drinks, wine and beer in the internal market	
	<p>With regard to spirit drinks, wine and beer, measures targeting the <u>internal market</u> are limited to informing consumers of the EU quality schemes or/and of the responsible consumption of those beverages.</p> <p>There are no tastings and distribution of samples in the context of campaigns on responsible drinking implemented in the internal market; these activities are however acceptable if ancillary to and supportive of the provision of information measures on the quality schemes and organic production method.</p>
EU quality schemes (under specific topics)	
	<p>A programme covering an EU quality scheme (that was submitted under specific topic dedicated to EU quality schemes) is illustrated by one or several products (optional).</p> <p>In the <u>internal market</u>, the programme focuses on the scheme(s) in its main Union message and the products appear in a secondary message in relation to the main Union message.</p>
Programmes related to specific topics: climate, sustainability etc.	
	<p>The messages in the visuals are in line with the scope of the topic, under which the programme was submitted.</p>