

PŘÍLOHA 1A – SCHVÁLENÁ VERZE PROGRAMU

POPIS AKCE – část B žádosti

Section 1:

**Born in
the EU.**



**MARKETING SUPPORT OF MODERN EUROPEAN
AGRICULTURE & AGRICULTURAL AND FOOD
PRODUCTS FROM THE UNION
IN THE CZECH REPUBLIC & SLOVAKIA**



AGRÁRNÍ KOMORA
České republiky

(AGRARIAN CHAMBER OF THE CZECH REPUBLIC)

1. Introduction of proposing organisation

Agrarian Chamber of the Czech Republic is the largest and most professional organization of farmers and associated industries in the Czech Republic.

Agrarian Chamber of the Czech Republic (AKČR) was established by Act no. 301/1992 Coll. of the Economic Chamber and Agricultural Chamber of the Czech Republic, as amended by Act No.121 / 1993 Sb. and amended by Act č.223 / 1994 Sb., brings together the majority of entrepreneurs in agriculture, forestry and food, promotes and defends the interests of its members, provides consulting and information services throughout the Czech Republic in the following fields: legal and legislative consulting, advisory and practical vocational training, marketing and promotional support, foreign relations, customs and certification, computer science.

Agrarian Chamber of the Czech Republic is an independent entity based at Blanická 3 street in Olomouc, Czech Republic with an assigned identification number 47674768 and tax identification number CZ47674768, bank account held at CSOB Olomouc, Czech Republic and registered in the Commercial Register maintained by the Regional Court in Ostrava, section AXIV, insert 571. This information can be confirmed by an extract from the national register of the Commercial register, or online at www.justice.cz.

Agrarian Chamber of the Czech Republic is the most important nongovernmental agrarian organization with duly elected authorities for a period of three years. It represents the interests of its approx. 2,5 thousand members, of which 2 thousand agricultural organizations, as well as foresters, beekeepers, fishermen, but also food businesses, dairies, suppliers of equipment and technologies, and more, with a total number of almost 100 thousand employees of its members. AKČR represents about three quarters of the total population employed in agriculture and related industries in the Czech Republic. In monetary terms, the total size of agricultural economy of the Czech Republic and the volume of production of each commodity reaches a qualified estimate of the production of AKČR members at level of approx. 75 %. So we are an organization that plays a role not only in the traditional concept of

producing raw materials for food production and the countryside, but also in a broader context and connection to the national economy and the Union.

Chamber secures relation to members through district / regional / local Chambers of Agriculture and integrated agricultural, food and forestry communities.

Within its scope AKČR provides to its members:

- advisory and consulting services in matters of business activities;
- statements and expert opinions;
- educational activities;
- marketing and communication support;
- and cooperation with government authorities in providing information service, professional education and forms of retraining and in solving employment problems.

AKČR ensures that its members perform business professionally and in accordance with national and European legal regulations. It also establishes and develops contacts with chambers and similar institutions from the Union and concludes agreements with them. It performs its own economic activity to support the proper performance of their duties and in accordance with its mission, and participates in training for the profession and promotes educational facility established for this purpose, based on lists of members conducted by the district chambers and communities leads and publishes aggregate Agro-register members. Furthermore, the Chamber is continuously working with state and representative bodies and other institutions of the Czech Republic and the Union.

Agrarian Chamber of the Czech Republic is a full member of the association of non-governmental agricultural organizations of the EU COPA - COGECA, which is involved in all their activities, communication, addressing and information transfer.

RESUME (1.)

Agrarian Chamber of the Czech Republic is the relevant body for submission of this project due to the fact that its members represent approx. 75 % of agricultural production in the Czech Republic and its long-term goals are to provide consulting and information services as well as marketing and promotional support for national and european agricultural sector.

2. Products / modes and market analysis

The project is primarily focused on highlighting of specific features of agricultural and food products from the Union, particularly meat and meat products (fresh, chilled and frozen – pork, beef, poultry & fish), milk and dairy products (fresh and dried milk, cheeses, sour milk products), fruits, oils and wine – their quality and taste as well as traditions and diversity of their production. Through this highlighting we want to significantly increase the purchase and consumption of European agricultural products in the Czech and Slovak Republic, i.e. both national agricultural products as well as agricultural products imported from other EU member countries.

Agricultural production in the Czech Republic & Slovak Republic in 2015-2017

Agricultural production at basic prices in the Czech Republic reached average value (according to the final results for 2015-2016 and preliminary results for 2017) of 5.310,2 million €, in the Slovak Republic 2.235,1 million €.

Record results (compared to previous years) were due to annual growth of all its items – both crop and livestock production. As of share of agricultural output at basic prices in the Czech Republic and Slovakia, crop production (at average 56,7 %) prevails over production of livestock (38,1 %). Crop production is significantly represented by cereals and industrial crops, while within livestock production there predominates production of milk and meat.

Agrarian imports to the Czech Republic and Slovak Republic in 2015-2017

The average annual value of agricultural imports (2015 to 2017) was in the Czech Republic 7.982,1 million € and in Slovakia 4.437,6 million €. From these figures imports from other EU countries are nearly 85 % and from other (third) countries slightly over 15 %.

Among the most imported agricultural products into the Czech Republic and Slovakia are pork, poultry and other meat, bakery goods, cheese and curd, oils or wine.

Czech agricultural imports in 2015-2017 came mainly from Germany (20,8 %) and Poland (19,1 %), followed by the Netherlands (7,4 %), which moved in front of previously the third most important supplier Slovakia (6,7 %), then Italy (5,4

%), Spain (5,1 %), Hungary (3,7 %), Austria (3,6 %) and France (3,2 %). The structure of imports remains nearly the same year on year except from Germany and Slovakia, that dropped slightly.

Slovak agricultural imports in 2015-2017 came also from Poland and Germany (22,9 %, respectively 16,2 %), followed by the Czech Republic (9,0 %), the Netherlands (7,1 %), Italy, Hungary, Spain and Austria (17,0 % combined). Share and value of individual states remained stable in the past years.

Market value of European agricultural products

The calculated value of the market for locally produced agricultural products plus products imported from other EU countries in the Czech and Slovak Republics, is as follows:

Country:	National agricultural production (million €)	Imported agricultural produce from the Union (million €)	Total (million €)	Expected increase of the market with the implementation of the project (%)	Increase in market value (million €)
Czech Republic	5.310,2	6.776,8	12.087,0	+5 %	604,4

Slovak Republic	2.235,1	3.769,8	6.004,9	+5 %	300,2
Total:	7.545,3	10.546,6	18.091,9	+5 %	904,6

The position of EU agricultural producers in comparison with its competitors from outside the Union

Although (as mentioned) the share of European agricultural production in target countries is almost 85% of the total imports, there is more potential both to further increase this share and the total value of the purchase and consumption of European agricultural products by the Czech and Slovak consumers, i.e.:

- (a) increasing the quantity of purchase and consumption preferences of agricultural products from the Union (through their better quality & taste);
- (b) a further increase of the proportion of local and imported European agricultural production in comparison to products imported from other non-EU countries.

As in paragraph (b), there is the potential to reduce the share of imports from following countries outside the EU:

Country :	The annual value of agricultural imports to the CR and SR 2015-2017 (thousands of tons)	The annual value of agricultural imports to the CR and SR 2015-2017 (million €)
Brazil	132,7	220,9
China	61,3	152,9
USA	37,5	150,8

Turkey	68,9	130,5
Norway	19,3	88,8
Ecuador	62,7	62,2
Mexico	23,1	48,8
Vietnam	22,9	47,3
Switzerland	14,2	42,7
Morocco	27,3	39,9
Canada	18,6	34,5
Thailand	20,9	33,2
Total:	509,4	1.052,5

In aiming to reduce agricultural imports from the countries mentioned above and to replace them by both domestic production as well as imports from the other EU member states, following agricultural products with the highest quality from the Union have the highest potential:

MEAT	Poultry, pork, beef & fish – fresh, chilled, frozen	Substitution of imports from South & North America and Asia
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MILK & DAIRY PRODUCTS	Milk, dairy products (cheeses, yogurts, creams)	Substitution of imports from Asia and Middle East
FRUITS	Fresh, canned	Substitution of imports from America and Asia
OILS	Different species (rapeseed, sunflower, olive etc.)	Substitution of imports from Asia and Middle East
WINE	Red, white, rosé	Substitution of imports from South & North America, Africa and Australia





FRUIT



OIL



WIN

Challenges for local and imported agricultural produce from the EU

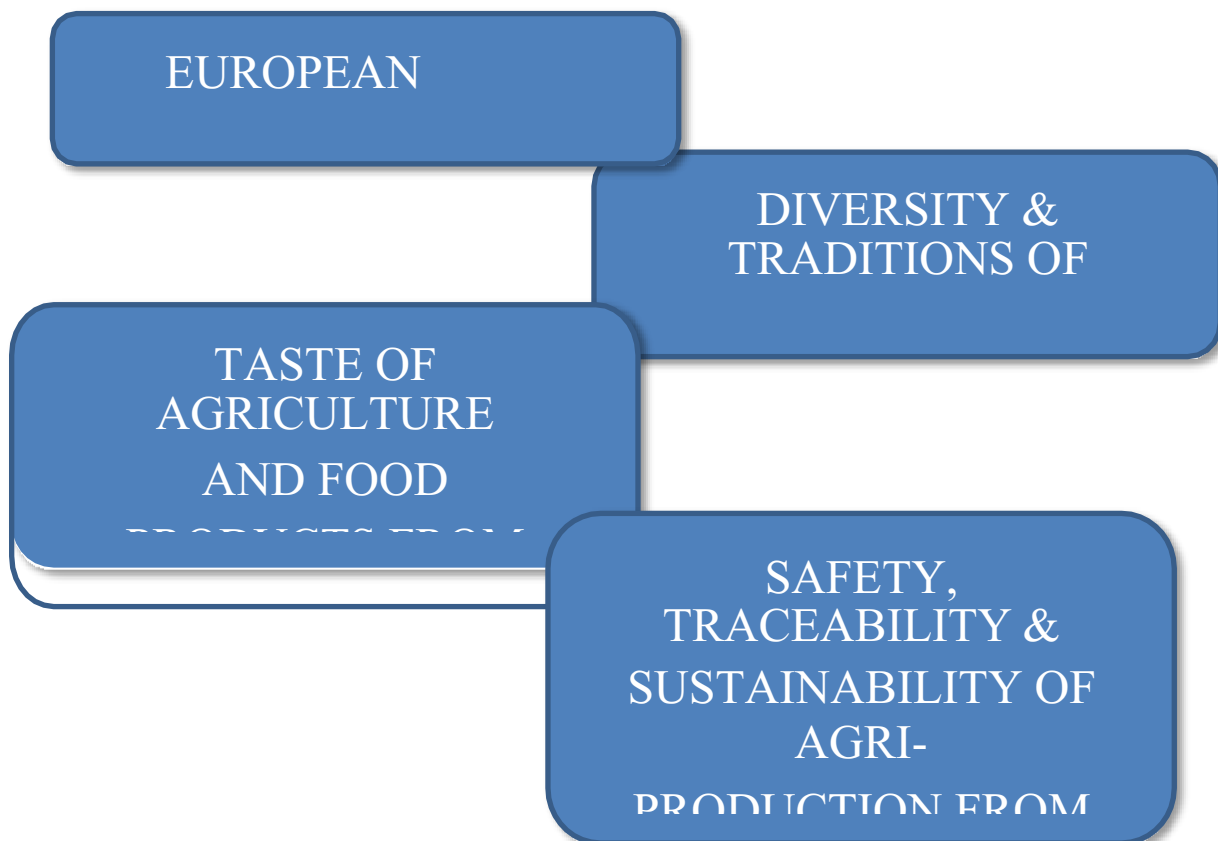
Target markets of the Czech Republic and Slovakia have over 15 million consumers and all of them need reliable supply of high-quality and nutritious agricultural products at quality-adequate prices. The economical situation in the Czech republic and Slovakia as project target markets is in 2018 relatively stable, but still with many challenges - and more of them on the horizon: the competition of agricultural produce from other countries around the world, climate change, rise of input prices (for example, fuel or fertilizers) and – in

medium-term or long-term outlook – also another (potential) economical or financial crisis.

For these reasons it is necessary to support the increase of purchases and consumption of European agricultural products and their consumer preferences by comparison with agricultural and food products imported from non-EU member countries.

It should be (and so will do within the project) to accentuate*:

- (a) QUALITY;
- (b) DIVERSITY AND TRADITIONS;
- (c) TASTE;
- (d) and SAFETY, TRACEABILITY AND SUSTAINABILITY of european agricultural and food products.



* Note: Points a) to c) will be communicated primarily, while point d) is secondary

At the same time agriculture is not only about production – it is closely linked with rural communities and people who live in rural areas. It is also our land and natural resources. Farmers maintain the countryside alive in all EU

Member States and protect the rural way of life. If farms or farmers have disappeared, our hamlets, villages and towns would be very negatively affected.

Agriculture in the country is associated with many jobs. Farmers need machinery, buildings, fuel, fertilizers and care for their animals. Also these sectors employ many people. And others are involved in warehousing, transportation and food retailing.

Overall, agriculture and food production is critical to EU economy and society. In all 28* EU member states there is approximately 12 million farmers and an additional 4 million people working in the food industry. Agricultural and food sectors together provide 7 % of all jobs and generate 6 % of Europe's gross domestic product.

* Note: Status before completion of BREXIT

Farmers thus face a double challenge: to produce food and at the same time protect nature and preserve biodiversity. Ecologically sustainable farming, which uses natural resources prudently, is essential for the production of high- quality European food and our quality of life – today, tomorrow and for future generations.

Equally important challenge is the fact that for many young people agriculture is indeed not an attractive profession. Consequently, it is reducing the number of farmers. In the sixties, we had in the original six EU countries more than six million farmers, but since then that number has dropped by more than half. In this project we also want to help to change the status via agriculture support and increase of its positive perception as a potential economic sector for business or employment.

Overall, the project have to highlight positive attributes of European agricultural production (the already mentioned diversity and traditions, quality and taste as well as safety, sustainability and modern production methods) and suppress the perception of agricultural produce from countries outside the Union as equal or better then from the Union, e.g. positive perception of meat (esp. beef and pork) from South & North America and Asia, selected dairy products from Asia and the Middle East, oil production from Asia and wine

production from outside the EU (again, South and North America plus South Africa and Australia).

The project will communicate a wide range of topics promoting the major and minor agricultural and environmental themes and priorities of the existing framework of the Common Agricultural Policy. It will also be ready and able to respond directly to the new challenges, e.g. Common Agricultural Policy after 2020 – so it will thus assist to promote new priorities and trends based on the request of EU member countries and various organizations in the areas of agricultural production, rural development, landscape and nature, addressing climate challenges, the welfare of farmed animals, safe foods, soil management, water and the atmosphere, and many other topics. The project will also be able to link the existing framework of the Common Agricultural Policy framework prepared for the period after 2020 and thus greatly enhance public and professional discussion with all stakeholders and our whole society. This will reinforce the continuity of debate as well as activities of the European Commission.

Segmentation of the population and opportunity to increase awareness, purchases and consumption of quality European agricultural products

Czech and Slovak consumers are divided into one of the following four segments:

the Grand	the Purposeful
People for whom distinction of products with added value (European quality and diversity) is not important, but are willing to pay for it	People for whom it is important to distinguish the product with added value (European quality and diversity) and are willing to pay for it
the Lost	the Clever
People for whom it is not important to distinguish between products with or without added value (European quality and diversity)	People for whom distinction of products with added value (European quality and diversity) is important, but are not willing to pay for it

and are not willing to pay for it	
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For the Purposeful differentiation between products without and with added value is important and they are ready to choose and pay for them – they are the „gold segment“. Interestingly, this segment is relatively more female (62 % comparing to 38 % of male). Overall - 36,4 % of the population.

The Grand are a segment with potential, because although product differentiation is not important to them, they are willing to pay for them. Altogether - 5,2 % of the population.

The Clever are not ready to pay for something that is important to them. This is the youngest segment (regarding age) – obviously they can't pay extra due to their low present income (youth, students etc.). Potential for the future.

Overall - 28,1 % of the population.

The Lost are really „lost“ – 30,3 % of the population.

The highest potential is therefore in the purposeful segment, but we can also work with a segment of clever consumers on communication basis. Through the project, we would like to increase awareness of taste and quality of agricultural and food products from the Union as well as their tradition, diversity and safety – which is currently relatively low – within these two segments of at least +45 %.

SWOT analysis

Strengths	Weaknesses
Present share of European agriculture production both in the Czech Republic and Slovakia	European agriculture and its products are not sufficiently distinguished from non-EU products and not perceived as required (quality and

	taste, diversity and traditions, safety and sustainability)
Diversity, quality, safety and sustainability of agriculture production in the Union	
Modern, effective and nature- friendly methods of European agriculture production (incl. animal welfare)	
Opportunities	Threats
Encourage consumers to prefer (buy & consume) agricultural products from the Union for their quality, taste, diversity and traditions	Competition of agricultural products from other continents (especially Asia, North & South America and Middle East)
Promote the perception of European agriculture as a modern part of the European Union's economy	Potential future economic and financial crisis (with related effects as lower consumer spendings)

RESUME (2.)

Within the project, we will communicate quality and taste of agricultural and food products from the Union as well as their traditions and diversity and safety and sustainability of their production and thus will support increase of consumer preferences and purchases of European agricultural products (notably pork & beef meat, milk & dairy products, oils and wine) in the Czech republic and Slovakia. Despite current high market share of

agricultural and food products from the EU there is further potential on its increase (in total value of more than 900 million € in three-year horizon).

Data Sources for 2:

Statistics of agricultural production and agricultural trade 2015-2017 (Ministry of Agriculture of the Czech Republic, Ministry of Agriculture of the Slovak Republic, Czech Statistical Office, Statistical Office of the Slovak Republic)

Publications EU – Agriculture / The partnership between Europe and farmers 2013-2016 (Publications Office of the EU)

Nationwide representative study – Czech and Slovak population, representative samples 2012 and 2015 (Respond & Co.)

3. Objectives of the action

According to data from previous section we define the relevant project objectives in both economic and information returns.

Economical return

Increase of the market value of agricultural products from the Union in the Czech Republic and Slovakia by +5 % (of which organic growth of +1,5 % and project-induced increase of +3,5 %, i.e. in monetary terms – organic growth of 271,4 million € and the project-induced increase of 633,2 million €).

Year:	Market value (million €) - estimated	
	(organic)	(with the project)
2017	18.091,9	-
2018	18.159,7	-
2019 (Y1)	18.227,5	18,438,7
2020 (Y2)	18.295,4	18.708,3
2021 (Y3)	18.363,3	18.996,5

Fulfilling of the economical goals will be evaluated at the end of each period of the project (year 1-3), according to available official statistical data on the performance of the agricultural market and the share of home produced plus imported products from other EU countries in this market in the target

countries, published by the Czech Statistical Office and Statistical Office of the Slovak Republic.

Informative return

Increase of awareness of taste & quality, diversity & traditions as well as safety and sustainability of the agricultural production in the Union in target groups of the Purposeful & the Clever (64,5 % of total population, i.e. 10,25 million inhabitants of the Czech and Slovak republics) by +45 %.

The results will be evaluated by the comparison of three new representative surveys (Czech and Slovak population – the Purposeful & Clever, representative samples 800+ respondents, 2015 vs. end of year 2019 / 2020 / 2021, Respond & Co.) that will ask for:

- awareness of the agricultural production in the EU (its diversity / quality / safety / sustainability)
- awareness of nature-friendly production methods (incl. animal welfare) in European agricultural production
- preference to purchase & consume quality products of European agriculture in comparison to products from other (non-EU) states and regions
- willingness to pay some extra for “EU agriculture quality”

Year:	Awareness increase approval (million people from TGs)	
	passed	failed
2015	1,33	8,92
2021	1,93	8,32

RESUME (3.)

Within the project, we will achieve both economic (with estimated increase of the market value of agricultural products from the EU member states to 18,99 billion € in 2021) as well as information return (increase of awareness of diversity, quality, safety and sustainability of the agricultural production in the Union together with nature-friendly production methods by +45 %).

4. Project strategy

We intend to achieve the set objectives by careful preparation and professional implementation of the communication strategy.



WHY? (Goals/Objectives)

As stated in paragraph three, the project aims to achieve both economic and information objectives:

Economic goal - to support the growth of the market value of agricultural products from the EU member states in the Czech republic and Slovakia - an increase of +5 % compared to “organic” +1,5 % in a three-year horizon (from 2019 to 2021).

Information goal - to support an increase of the low awareness of the quality, diversity, safety and sustainability of the EU agricultural production together with its modern and nature-friendly production methods (incl. animal welfare) -

+45 % by 2021.

WHO? (Target groups)

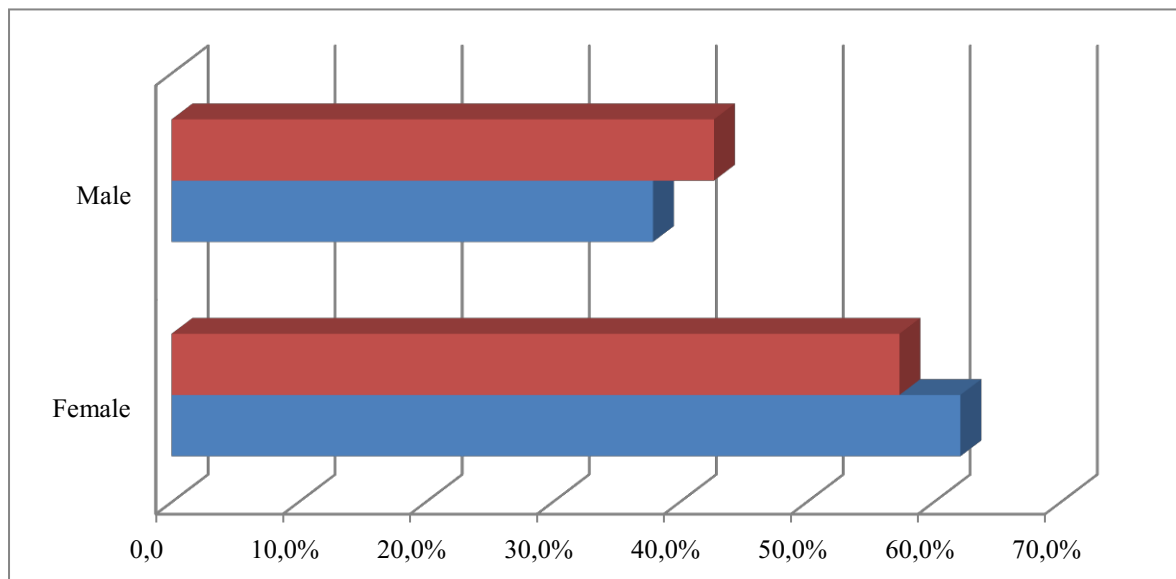
Within the project we will work with the two main target groups:

the Purposeful - 62% female vs. 38% male, pronounced age segment (not entirely dependent on age), the highest proportion of people with higher (university) education

the Clever – 57% female vs. 43% male, the youngest segment incl. students (pronounced with age and credit rating), a relatively high proportion of people with or aspiring for higher education

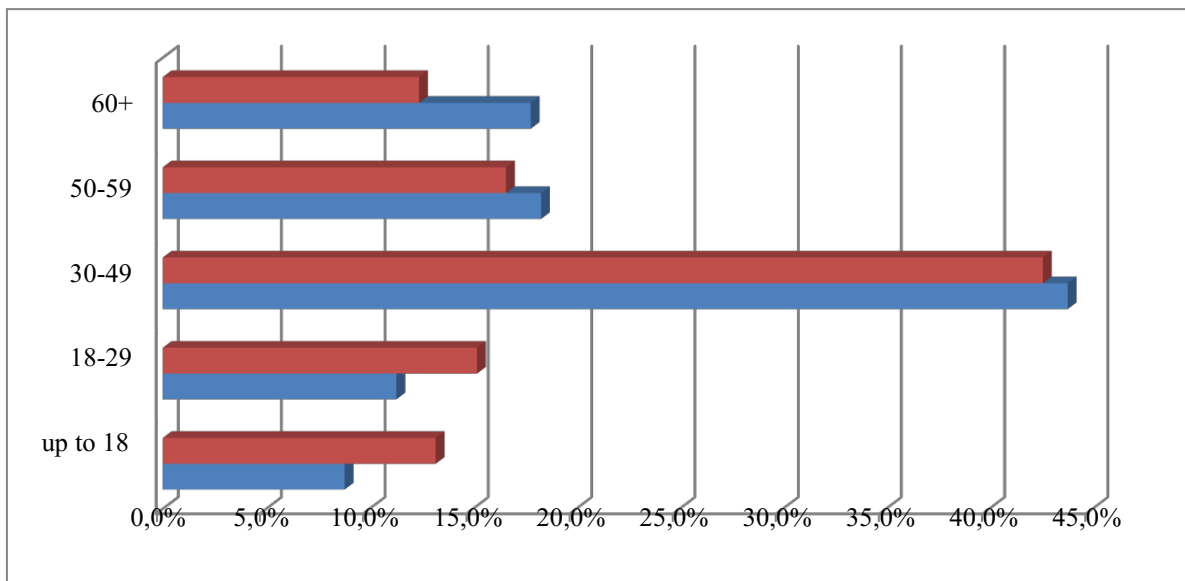
Partition of TGs by gender:

	Female	Male
the Purposeful	62,1%	37,9%
the Clever	57,3%	42,7%



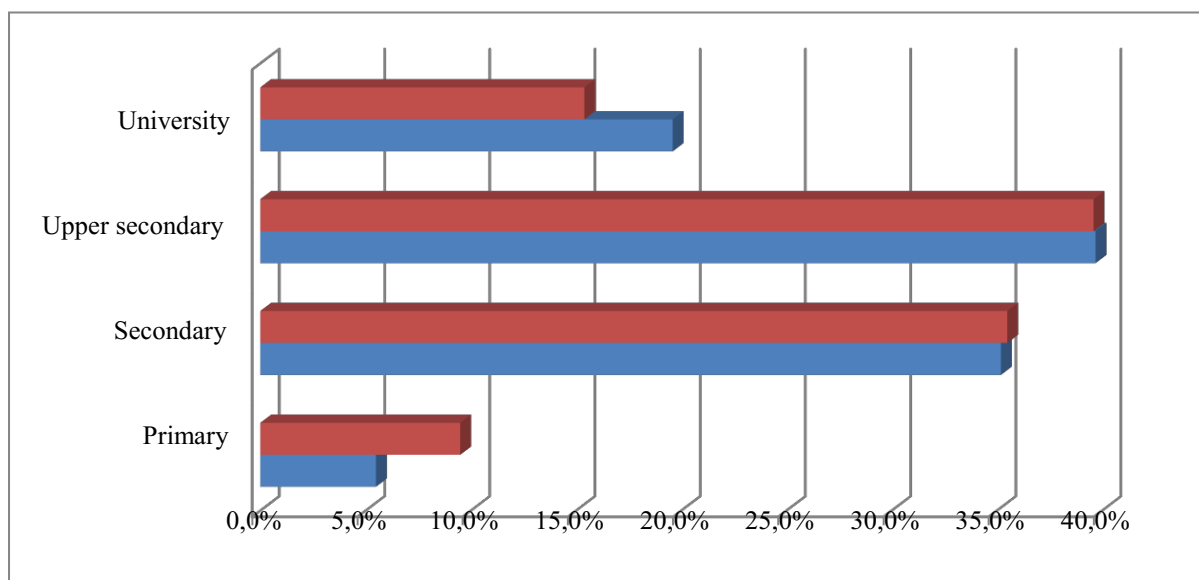
Breakdown of TGs by age:

	up to 18	18-29	30-49	50-59	60+
the Purposeful	8,8%	11,3%	43,8%	18,3%	17,8%
the Clever	15,2%	17,2%	40,6%	14,6%	12,4%



Partition of TGs by education:

	Primary	Secondary	Upper secondary	University
the Purposeful	5,5%	35,2%	39,7%	19,6%
the Clever	9,5%	35,5%	39,6%	15,4%



WHAT? (Messages)

Messages to target groups of the project will be slightly different (respecting their different characteristics):

Overall headline / key-message:

BORN IN THE EU.

European agriculture is a modern (up-to-date) sector of the Union economy with traditional, diverse, safe and sustainable production of top-quality and tasty agricultural and food products for all (smart) consumers. Find out more about this products and how they are born in the EU.

(ENJOY IT'S FROM EUROPE)

Modification of key-message in communication towards the Purposeful:

BORN IN THE EU.

European agriculture offers a diverse range of quality and safe products from which you always choose the best for you and your family. Choose the products born in the EU.

(ENJOY IT'S FROM EUROPE)

Modification of key-message in communication towards the Clever:

BORN IN THE EU.

European agriculture is a modern and promising sector, producing a wide range of quality products through its up-to-date methods and procedures. Get more information so you can decide whether to become a part of its “the born in the EU” story.

(ENJOY IT'S FROM EUROPE)

HOW? (Tactics/Actions)

Tactics for the target groups will be divided according to the type of media prevailing in communication:

Media type:	“Overall”	towards the Purposeful	towards the Clever
“TRADITIONAL MEDIA”			
<u>ATL</u>			

- TV advert.	•	•	
- Print advert.	•	•	
- PR (press office)	•	•	•
<u>BTL</u>			
- Contact events	•	•	•
- Edu-trips & seminars	•		•
“NEW MEDIA”			
<u>DIGI</u>			
- Online advert.	•	•	•
- Web & social	•	•	•
- Webinars	•		•

The media will also differ slightly in the two target EU member states of the project, but at the same time, we will use the linguistic kinship of communication and media overlap from Czech republic to Slovakia and back (from one state to another):

Media type:	Czech republic	Slovakia
“TRADITIONAL MEDIA”		
<u>ATL</u>		
- TV advert.	•	•
- Print advert.	•	•
- PR (press office)	•	•
<u>BTL</u>		
- Contact events	•	
- Edu-trips & seminars	•	•
“NEW MEDIA”		
<u>DIGI</u>		
- Online advert.	•	•
- Web & social	•	•
- Webinars	•	

In the context of the planned project objectives its activities are divided into more economic (call-to-action) vs. more informational (building awareness):

Media type:	“economic goals” (call-to- action)	“Informational goals” (building
“TRADITIONAL MEDIA”		

<u>ATL</u>		
- <i>TV advert.</i>	•	•
- <i>Print advert.</i>	•	•
- <i>PR (press office)</i>	•	•
<u>BTL</u>		
- <i>Contact events</i>	•	•
- <i>Edu-trips & seminars</i>		•
“NEW MEDIA”		
<u>DIGI</u>		
- <i>Online advert.</i>	•	•
- <i>Web & social</i>		•
- <i>Webinars</i>		•

All activities will appropriately complement the existing activities of the Agrarian Chamber of the Czech republic aimed at supporting the agricultural sector in general and also the Common Agricultural Policy and its current challenges (“European Agriculture 2020: facing the new challenges”).

Key visual *

* Note: The graphics elements below and following key visuals are exemplary for the major EU agricultural production areas. Applications for individual agricultural and food products (meat, milk and dairy products, fruits, oils and wine) will be based on them.

Main communication visual develops fundamental idea of the project and its messages and will be further adapted to individual communication channels and tools.

It communicates diversity, quality and safety of the European agricultural products through stylized EU flag in blue & yellow colours – in the form of a table, tablecloth and plates on which concrete agricultural products are used / displayed as needed ...



This visual element is complemented by stylized logo of the project (logo is shown for example in various colour combinations) ...

**BORN in
the EU.**



**BORN in
the EU.**



Born in the EU.



Final key-visual sets all of this in the context of agricultural land in the lush green with animals (symbolic of quality, safety a sustainability of both crop and livestock agricultural production in the Union). The project website (www.bornin.eu) and logo “Enjoy it’s from Europe” are also implemented ...



Specific products used in the visual communication

Within the visual communication of the project we will use selected agricultural products of the Union – both crop and livestock production, i.e.:

- **Meat – fresh, chilled or frozen (pork, beef, poultry and fish)**
- **Milk and dairy products – fresh and dried**

- **Fruits**
- **Oils**
- **Wine**

RESUME (4.)

Within a clearly defined strategy of the project (with objectives and targets) we will communicate tradition, diversity, quality and safety of agricultural products from the Union with the main motto „Born in the EU“ through tactically selected media mix with strong visual, information and call-to-action aspects.

5. EU dimension of the project

The project is based on the promotion of modern European agriculture, its methods and products in two countries that are members of the European Union since 2004. Although the level of agricultural trade with other EU Member States is high, there is potential for further increase of its market share with benefits both for local agri-producers as well as importers of agricultural products from other EU member countries.

The project will emphasize the specific methods of agricultural production in the whole Union:

- **Safety and traceability of origin**
- **Uniqueness and variability of products**
- **Animal welfare**
- **Environmentally friendly production**
- **Sustainability and rational management**
- **Care for the landscape and its features**
- **Protection and utilization of water resources**
- **Call to tackle climate change**

- Up-to-date life in the country

It will also present unique features of EU agricultural products to support their choice by the consumers:

- **Quality, taste & safety (with the aim is to emphasize the quality of agricultural and food products "from field to fork", using both primary agricultural experts and the quality of agricultural products as well as specialists with knowledge of the technology of food processing and analytical chemists and nutrition experts focusing on European food quality and safety)**
- **Tradition and diversity**
- **Sustainability**

Project will communicate types of European agricultural production and the challenges of the CAP ("European Agriculture 2020"), i.e.:

- Conventional vs. sustainable vs. organic farming within the EU incl. new types (integrated, precise etc.)
- Characteristics of European agricultural production - productivity and innovation, tradition, diversity and quality of both crop and livestock products (mainly meat, milk and dairy products, fruits, oils and wine, emphasizing their added value)
- The future of EU agriculture in the context of the growth in world population, climate change and sustainable management of natural resources, landscape management across the EU and maintaining viable rural economy
- Increase awareness of European agriculture as an attractive "profession" for young generation

RESUME (5.)

The project is clearly focused on the promotion of quality agricultural production from the Union, helping to strengthen the market position of both local producers as well as producers from other EU member states. The benefits for all EU agricultural

producers prove the legitimacy of co-financing of the project by the EU.

6. Description of activities and budget split

Within the project, we will implement a total of nine highly efficient activities to which the corresponding cost-effective budgets are associated.

I. TV ADVERTISING / SPONSORING

Specific objectives:

5 sponsoring of nationwide TV programs (with thematic focus on cooking & lifestyle), 3 in Czech Republic + 2 in Slovakia, 55+30 TRPs (“the Purposeful”) cumulated - the relevant TV channels are TV Nova (with approx. 29 % of market share), Czech Television (28 %) and FTV Prima (21 %) in the Czech Republic and TV Markíza (30 %), TV Joj (22 %) and Slovak Television (12 %) in Slovakia.





Description of activity:

Activity consists of:

- Production of 10'' sponsorship spot – 2 variants
- Media costs of 5 sponsorships

Key message:

European agriculture is a modern (up-to-date) sector of the Union economy with traditional, diverse, safe and sustainable production of top-quality and tasty agricultural and food products for all (smart) consumers. Find out more about this products and how they are born in the EU at www.bornin.eu. Enjoy it's from Europe.

(Link directs consumers to the project web that will provide complete information about the specifics and quality of European agricultural production and its individual products & categories.)

Deliverables:

YEAR 1

- 2 sponsorship spots (10'') production – CZ + SK
- 1 sponsoring on-air – nationwide Czech TV, during Q3, goal 15 TRPs / 20 GRPs

YEAR 2

- 1 sponsoring on-air – nationwide Czech TV, during Q2, goal 20 TRPs / 25 GRPs

- 1 sponsoring on-air – nationwide Slovak TV, during Q3, goal 15 TRPs / 20 GRPs

YEAR 3

- 1 sponsoring on-air – nationwide Czech TV, during Q3, goal 20 TRPs / 25 GRPs
- 1 sponsoring on-air – nationwide Slovak TV, during Q3, goal 15 TRPs / 20 GRPs

Budget analysis:

Budget-split for the activity:

- Production of 10'' sponsorship spot (2 variants) = 11.000 €
- Media costs of 1. TV sponsorship in CZ Y1 = 27.000 €
- Media costs of 2. TV sponsorship in CZ Y2 = 33.000 €
- Media costs of 3. TV sponsorship in CZ Y3 = 33.000 €
- Media costs of 1. TV sponsorship in SK Y2 = 22.000 €
- Media costs of 2. TV sponsorship in SK Y2 = 22.000 € Total

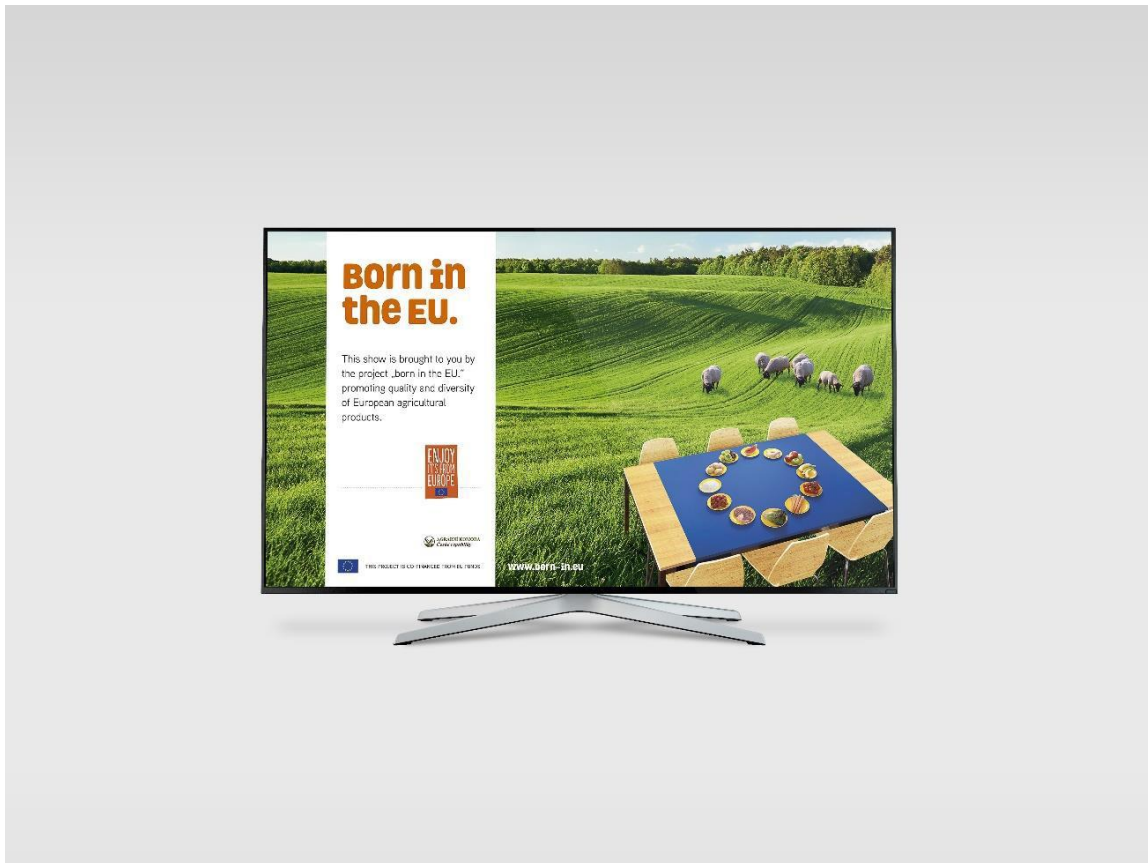
budget for the activity (Y1-Y3):

- Total = 148.000 €, of which:
 - 104.000 € Czech Republic
 - 44.000 € Slovak Republic

Implementation:

Implementing body 1

Graphic illustration:



II. PRINT ADVERTISING

Specific objectives:

7 print advertising campaigns in nationwide titles (with thematic focus on cooking & lifestyle and affinity to our target group /TAI/ > 1,2), 5 in Czech Republic + 2 in Slovakia, 55+20 TRPs (“the Purposeful”) cumulated – relevant media houses are Bauer Media, Borgis, Burda Praha, Czech News Center, Mafra, Mlada fronta and Vltava Labe Media with titles with a total readership of 5,7 million in Czech republic and Slovakia.

Description of activity:

Activity consists of:

- DTP – production of print ads. (all requested variants – 1/1 and/or 1/2 and/or 1/3 and/or 1/4)
- Media costs of 7 print ads. campaigns

Key message:

European agriculture is a modern (up-to-date) sector of the Union economy with traditional, diverse, safe and sustainable production of top-quality and tasty agricultural and food products for all (smart) consumers. Find out more about this products and how they are born in the EU at www.bornin.eu. Enjoy it's from Europe.

(Link directs consumers to the project web that will provide complete information about the specifics and quality of European agricultural production and its individual products & categories.)

Deliverables:

YEAR 1

- DTP
- 2 print ads. campaigns – Czech lifestyle/cooking print media, during Q2 and Q3, goal 20 TRPs / 25 GRPs
- 1 print ads. campaign – Slovak lifestyle/cooking print media, during Q3, goal 10 TRPs / 15 GRPs

YEAR 2

- 1 print ads. campaign – Czech lifestyle/cooking print media, during Q2, goal 15 TRPs / 25 GRPs
- 1 print ads. campaign – Slovak lifestyle/cooking print media, during Q3, goal 10 TRPs / 15 GRPs

YEAR 3

- 2 print ads. campaigns – Czech lifestyle/cooking print media, during Q2 and Q3, goal 20 TRPs / 25 GRPs

Budget analysis:

Budget-split for the activity:

- DTP = 4.000 €
- Media costs of 1. print ads. campaign in CZ Y1 = 16.000 €
- Media costs of 2. print ads. campaign in CZ Y1 = 15.000 €

- Media costs of 3. print ads. campaign in CZ Y2 = 25.000 €
- Media costs of 4. print ads. campaign in CZ Y3 = 15.000 €
- Media costs of 5. print ads. campaign in CZ Y3 = 16.000 €
- Media costs of 1. print ads. campaign in SK Y1 = 14.000 €
- Media costs of 2. print ads. campaign in SK Y2 = 14.000 € Total

budget for the activity (Y1-Y3):

- Total = 119.000 €, of which:
 - 91.000 € Czech Republic
 - 28.000 € Slovak Republic

Implementation:

Implementing body 1

Graphic illustration:





III. PR ACTIVITIES (PRESS-OFFICE)

Specific objectives:

Continuous work with all relevant print & online Czech and Slovak media and influencers (with focus on lifestyle and high affinity both to target group of “the Purposeful” as well as “the Clever”) with min. 15 media outputs per month in average (i.e. > 540 PR outputs within the project with media value of more than

€ 400.000), 22 press-events and up to 20 special media-projects (advertorials)

Description of activity:

Activity consists of:

- Media-relations with relevant journalists and bloggers (media-lists and their updates, media contacts through phone calls, e-mails and personal meetings, getting feedback and requests from the media/journalists and so on)
- Drafting and launching press releases and factsheets
- Organisation of interviews with project ambassadors

- Drafting and costs of advertorials
- Production of press-events in Prague & Bratislava - in these two cities the editorial offices of almost 95% of the relevant media are based (preparation of press materials and media kits, production of event incl. technics and light snacks, follow-up after each event)
- Collection and analysis of media clippings (media monitoring) on monthly basis

Key messages:

(1) European agriculture is a modern (up-to-date) sector of the Union economy with traditional, diverse, safe and sustainable production of top-quality and tasty agricultural and food products for all (smart) consumers. Find out more about this products and how they are born in the EU at www.bornin.eu. Enjoy it's from Europe.

(2) European agriculture offers a diverse range of quality and safe products from which you always choose the best for you and your family. Choose the products born in the EU. www.bornin.eu. Enjoy it's from Europe.

(3) European agriculture is a modern and promising sector, producing a wide range of quality products through its up-to-date methods and procedures. Get more information so you can decide whether to become a part of its "the born in the EU" story. www.bornin.eu. Enjoy it's from Europe.

(Link directs consumers to the project web that will provide complete information about the specifics and quality of European agricultural production and its individual products & categories.)

PR platform allows to communicate to target group „complete message“ and all necessary (and detailed) topics related to aspects and characteristics of European agriculture and its individual products / categories.

Deliverables:

YEAR 1

- Continuous media-relations with 35 CZ + SK media and influencers or more associated with provision of at least 180 non-paid (PR) media outputs with media value of 110.000+ €
- Min. 6 different media-topics / press-releases
- 6 (4+2) media-projects based on advertorials in relevant nationwide Czech and Slovak media (CZ in Q1, Q2, Q3 and Q4, SK in Q2 and Q3) with 10 TRPs / 15 GRPs
- 4 press-events in Czech rep. (all in Prague, in Q1, Q2, Q3 and Q4) and 3 press-events in Slovakia (all in Bratislava, in Q2, Q3 and Q4) with participation of at least 20 (CZ) / 13 (SK) journalists at each event and publication of 15+ non-paid PR articles

YEAR 2

- Continuous media-relations with 45 CZ + SK media and influencers or more associated with provision of at least 180 non-paid (PR) media outputs with media value of 130.000+ €
- Min. 6 different media-topics / press-releases
- 5 (4+1) media-projects based on advertorials in relevant nationwide Czech and Slovak media (CZ in Q1, Q2, Q3 and Q4, SK in Q2) with 8 TRPs / 12 GRPs
- 4 press-events in Czech rep. (all in Prague, in Q1, Q2, Q3 and Q4) and 2 press-events in Slovakia (all in Bratislava, in Q1 and Q3) with participation of at least 20 (CZ) / 13 (SK) journalists at each event and publication of 15+ non-paid PR articles

YEAR 3

- Continuous media-relations with 50 CZ + SK media and influencers or more associated with provision of at least 180 non-paid (PR) media outputs with media value of 160.000+ €
- Min. 6 different media-topics / press-releases
- 6 (4+2) media-projects based on advertorials in relevant nationwide Czech and Slovak media (CZ in Q1, Q2, Q3 and Q4, SK in Q3 and Q4) with 13 TRPs / 18 GRPs
- 4 press-events in Czech rep. (all in Prague, in Q1, Q2, Q3 and Q4) and 2 press-events in Slovakia (all in Bratislava, in Q1 and Q3) with

participation of at least 20 (CZ) / 13 (SK) journalists at each event and publication of 15+ non-paid PR articles

Budget analysis:

Budget-split for the activity:

- Continuous press-office (media-relations) incl. press-releases, interviews, work with media & bloggers, drafting of advertorials and media monitoring Y1 = 26.500 € (132,5 days x 200 € / person-day)
- Continuous press-office (media-relations) incl. press-releases, interviews, work with media & bloggers, drafting of advertorials and media monitoring Y2 = 28.000 € (140,0 days x 200 € / person-day)
- Continuous press-office (media-relations) incl. press-releases, interviews, work with media & bloggers, drafting of advertorials and media monitoring Y3 = 29.000 € (145,0 days x 200 € / person-day)
- Costs of 6 media-project (advertorials) Y1 = 17.500 € (7x 2.500)
- Costs of 5 media-project (advertorials) Y2 = 12.500 € (5x 2.500)
- Costs of 6 media-project (advertorials) Y3 = 20.000 € (8x 2.500)
- Costs of 7 press-events Y1 = 14.000 € (7x 2.000)
- Costs of 6 press-events Y2 = 12.000 € (6x 2.000)
- Costs of 6 press-events Y3 = 12.000 € (6x 2.000) Total

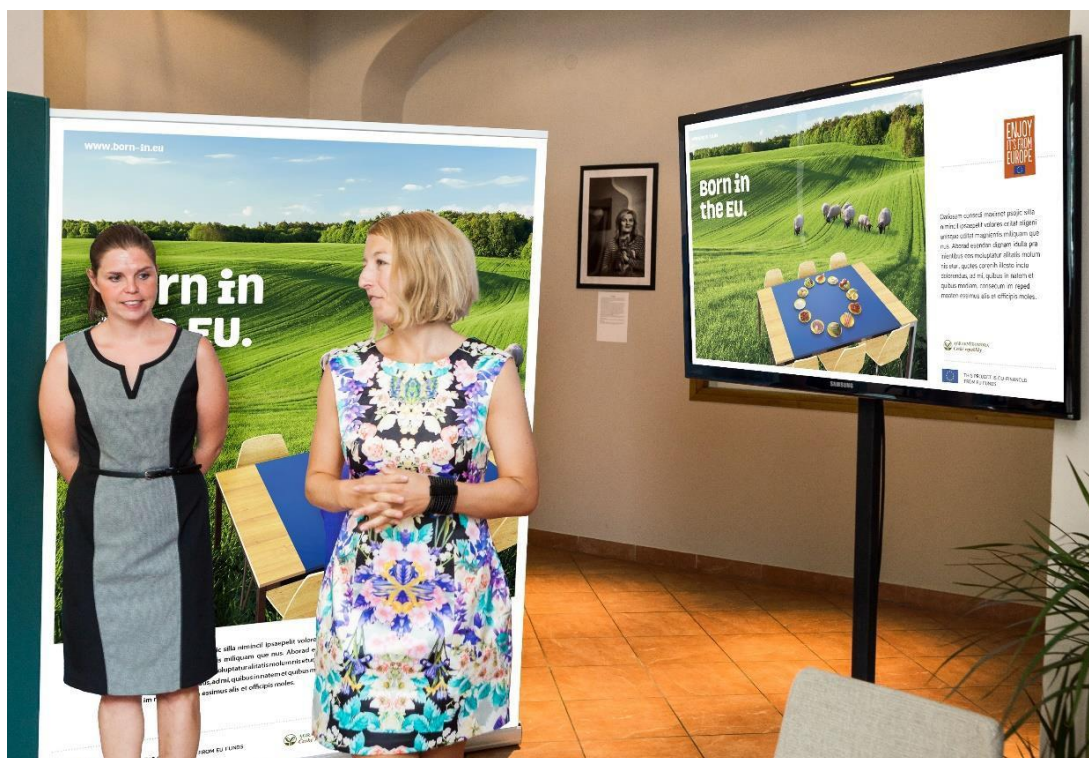
budget for the activity (Y1-Y3):

- Total = 171.500 €, of which:
 - 116.500 € Czech Republic
 - 55.000 € Slovak Republic

Implementation:

Implementing body 1

Graphic illustration:



IV. CONTACT EVENTS

Specific objectives:

Presentation of the project on the most important agricultural exhibition / fair “Zeme Zivitelka” in Ceske Budejovice (one time per year, i.e. 3x during the project) and a total of 12 contact events at secondary schools with the participation of 450+ students.

Description of activity:

Activity consists of:

- Presentation on “Zeme zivitelka” exhibition / fair both for agri- professionals and public 1 time per year (one of the largest and most visited fairs within the Czech republic with a history since 1973 and with a regular number of visitors reaching or exceeding one hundred thousand) - renting of exhibition space and exhibition facilities incl. branding, personnel (salaries, accommodation, transport), tastings, competition for visitors
- 4 contact events per year at selected secondary schools – promotional stand, personnel (salaries, accommodation, transport), tastings - in the

most significant towns of the Czech Republic with a population of over 50 thousand inhabitants

Key-messages:

(1) European agriculture is a modern (up-to-date) sector of the Union economy with traditional, diverse, safe and sustainable production of top-quality and tasty agricultural and food products for all (smart) consumers. Find out more about this products and how they are born in the EU at www.bornin.eu. Enjoy it's from Europe.

(2) European agriculture offers a diverse range of quality and safe products from which you always choose the best for you and your family. Choose the products born in the EU. www.bornin.eu. Enjoy it's from Europe.

(3) European agriculture is a modern and promising sector, producing a wide range of quality products through its up-to-date methods and procedures. Get more information so you can decide whether to become a part of its “the born in the EU” story. www.bornin.eu. Enjoy it's from Europe.

(Link directs consumers to the project web that will provide complete information about the specifics and quality of European agricultural production and its individual products & categories.)

Contact events allow to communicate to target group „extended message“ with the most important topics related to aspects and characteristics of European agriculture and its individual products / categories.

Deliverables:

YEAR 1

- Presentation on “Zeme zivitelka” exhibition in August / Q3 in Ceske Budejovice (providing information, tastings, competition, distribution of merchandise) with at least 15.000 contacted, respectively interviewed persons
- Series of 4 contact events in CZ (2x Prague, 2x Brno) at secondary schools with the participation of 150+ students

YEAR 2

- Presentation on “Zeme zivitelka” exhibition in August / Q3 in Ceske Budejovice (providing information, tastings, competition, distribution of merchandise) with at least 15.000 contacted, respectively interviewed persons
- Series of 4 contact events in CZ (1x Ostrava, 1x Olomouc, 1x Hradec Kralove, 1x Liberec) at secondary schools with the participation of 150+ students

YEAR 3

- Presentation on “Zeme zivitelka” exhibition in August / Q3 in Ceske Budejovice (providing information, tastings, competition, distribution of merchandise) with at least 15.000 contacted, respectively interviewed persons
- Series of 4 contact events in CZ (1x Ceske Budejovice, 1x Plzen, 1x Karlovy Vary, 1x Usti nad Labem) at secondary schools with the participation of 150+ students

Budget analysis:

Budget-split for the activity:

- Presentation on “Zeme zivitelka” exhibition (costs of exhibition space and facilities rental, personnel costs, costs of tastings) Y1 = 21.000 €
- Presentation on “Zeme zivitelka” exhibition (costs of exhibition space and facilities rental, personnel costs, costs of tastings) Y2 = 21.000 €
- Presentation on “Zeme zivitelka” exhibition (costs of exhibition space and facilities rental, personnel costs, costs of tastings) Y3 = 21.000 €
- Series of 4 contact events at secondary schools (costs of promotional stand, transport, personnel costs, costs of tastings) Y1 = 14.000 € (2x 3.000 + 2x 4.000)
- Series of 4 contact events at secondary schools (costs of promotional stand, transport, personnel costs, costs of tastings) Y2 = 16.000 € (4x 4.000)
- Series of 4 contact events at secondary schools (costs of promotional stand, transport, personnel costs, costs of tastings) Y3 = 16.000 € (4x 4.000)

Total budget for the activity (Y1-Y3):

- Total = 109.000 €, of which:
 - 109.000 € Czech Republic
 - 0 € Slovak Republic

Implementation:

Implementing body 1

Graphic illustration:



V. EDUCATIONAL TRIPS & SEMINARS

Specific objectives:

Educational (or study) trips for secondary school students (with an agricultural focus) to selected agricultural producers in the Union, specializing in the production of poultry, pork and beef and / or fish, milk and dairy products, fruits, oils and wine of the highest EU quality EU – in the Czech republic, Slovakia, Austria, Poland, Hungary or Germany – in the number of 3 from the Czech Republic and one from Slovakia (with the total attendance of min. 100 students) and informational seminars again for students of these schools – 4 in the Czech Republic and 1 in Slovakia (with the attendance of 250+ students)

Description of activity:

Activity consists of:

- Four (3+1) educational / study trips to selected agri-producers in the Union for secondary school students (complete trip incl. co-operation with agrarian experts, respectively producers)
- Five (4+1) educational / informational seminars at selected secondary schools (again incl. co-operation with agrarian experts)

Key-message:

European agriculture is a modern and promising sector, producing a wide range of quality products through its up-to-date methods and procedures. Get more information so you can decide whether to become a part of its “the born in the EU” story. www.bornin.eu. Enjoy it's from Europe.

(Link directs consumers to the project web that will provide complete information about the specifics and quality of European agricultural production and its individual products & categories.)

Educational trips and seminars allow to communicate to target group „extended message“ with the most important topics related to aspects and characteristics of European agriculture and its individual products / categories.

Deliverables:

YEAR 1

- 1 educational / study trip for at least 25 students in CZ
- 1 educational / informational seminar for at least 50 students in CZ YEAR 2
- 1 educational / study trip for at least 25 students in CZ
- 2 educational / informational seminar for at least 100 students in CZ+SK (1+1)

YEAR 3

- 2 educational / study trips for at least 25+25 students in CZ+SK (1+1)

- 2 educational / informational seminar for at least 100 students both in CZ

Budget analysis:

Budget-split for the activity:

- Educational trip (cost of travel, accommodation and cooperating specialists / producers) Y1 = 26.500 €
- Educational trip (cost of travel, accommodation and cooperating specialists / producers) Y2 = 31.500 €
- 2 educational trips (cost of travel, accommodation and cooperating specialists / producers) Y3 = 53.000 €
- Educational seminar (cost of organisation, travel and co-operation with agrarian expert) Y1 = 5.000 €
- 2 educational seminars (cost of organisation, travel and co-operation with agrarian expert) Y2 = 10.000 €
- 2 educational seminars (cost of organisation, travel and co-operation with agrarian expert) Y2 = 10.000 €

Total budget for the activity (Y1-Y3):

- Total = 136.000 €, of which:
 - 104.500 € Czech Republic
 - 31.500 € Slovak Republic

Implementation:

Implementing body 1

Graphic illustration:



VI. ONLINE ADVERTISING

Specific objectives:

6 online advertising campaigns on relevant webs with high traffic (thematic focus on women, lifestyle & cooking) - 4 in Czech Republic and 2 in Slovakia

with reach at least 2,5 mio. RU from our target groups (cumulated) – relevant web platforms groups are seznam.cz & zoznam.sk, novinky.cz, idnes.cz, blesk.cz, aktualne.cz, sme.sk and other lifestyle media.

Description of activity:

Activity consists of:

- DTP – production of online ads. (all requested variants – square, rectangle, wide rectangle, full-page advertisement, large mobile banner etc.)
- Media costs of 6 online ads. campaigns

Key message(s):

European agriculture is a modern (up-to-date) sector of the Union economy with traditional, diverse, safe and sustainable production of top-quality and tasty agricultural and food products for all (smart) consumers. Find out more about this products and how they are born in the EU at www.bornin.eu. Enjoy it's from Europe.

(Link directs consumers to the project web that will provide complete information about the specifics and quality of European agricultural production and its individual products & categories.)

Deliverables:

YEAR 1

- DTP
- 1 online ads. campaign CZ with reach > 500.000 RU YEAR

2

- 1 online ads. campaign CZ with reach > 500.000 RU
- 1 online ads. campaign SK with reach > 350.000 RU YEAR

3

- 2 online ads. campaigns CZ with reach > 800.000 RU
- 1 online ads. campaign SK with reach > 350.000 RU

Budget analysis:

Budget-split for the activity:

- DTP = 4.000 €
- Media costs of 1. online ads. campaign in CZ Y1 = 3.500 €
- Media costs of 2. online ads. campaign in CZ Y2 = 4.500 €
- Media costs of 3. online ads. campaign in CZ Y3 = 3.000 €
- Media costs of 4. online ads. campaign in CZ Y3 = 3.000 €
- Media costs of 1. online ads. campaign in SK Y2 = 2.500 €
- Media costs of 1. online ads. campaign in SK Y3 = 2.500 €

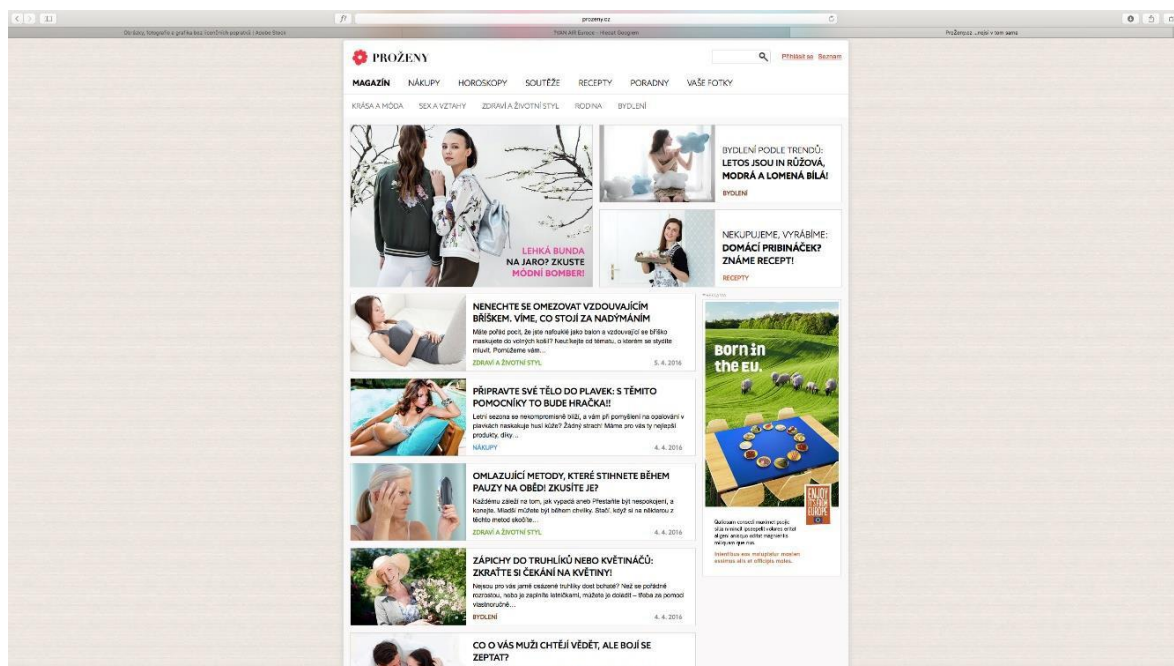
Total budget for the activity (Y1-Y3):

- Total = 23.000 €, of which:
 - 18.000 € Czech Republic
 - 5.000 € Slovak Republic

Implementation:

Implementing body 1

Graphic illustration:



VII. WEB & SOCIAL

Specific objectives:

Production of up-to-date websites in CZ and SK language versions (for both classical and mobile browsers) with interactive content and its regular updates, reaching at least 0,8 mio. visits from both target groups within the project plus project presentation on selected social networks (Facebook & Instagram) also with regular updates

Description of activity:

Activity consists of:

- Complete production of project websites (graphics, programming, debugging) and their regular updates on a weekly basis – CZ www.zrozenoV.eu, SK www.zrodeneV.eu (= translation of www.bornin.eu)
- Creation of project profiles on two social networks – Facebook and Instagram, their regular updates on a daily / weekly basis (depending on situation) and interactive communication with target groups (esp. younger categories and students)



Key-messages:

(1) European agriculture is a modern (up-to-date) sector of the Union economy with traditional, diverse, safe and sustainable production of top-quality and tasty agricultural and food products for all (smart) consumers. Find out more

about this products and how they are born in the EU at www.bornin.eu. Enjoy it's from Europe.

(2) European agriculture offers a diverse range of quality and safe products from which you always choose the best for you and your family. Choose the products born in the EU. www.bornin.eu. Enjoy it's from Europe.

(3) European agriculture is a modern and promising sector, producing a wide range of quality products through its up-to-date methods and procedures. Get more information so you can decide whether to become a part of its "the born in the EU" story. www.bornin.eu. Enjoy it's from Europe.

(Link directs consumers to the project web that will provide complete information about the specifics and quality of European agricultural production and its individual products & categories.)

Web and social platforms allow to communicate to target „complete message“ and all necessary (and detailed) topics related to aspects and characteristics of European agriculture and its individual products / categories.

Deliverables:

YEAR 1

- Production of project websites with at least 60 regular content updates - achieving min. 200,000 web visitors
- Creation of project profiles (Facebook & Instagram) with at least 60 content updates

YEAR 2

- Technical update of project websites with at least 60 regular content updates - achieving min. 300,000 web visitors
- At least 60 updates of project profiles on social networks (Facebook & Instagram)

YEAR 3

- Technical update of project websites with at least 60 regular content updates - achieving min. 300,000 web visitors

- At least 60 updates of project profiles on both social networks (Facebook & Instagram)

Budget analysis:

Budget-split for the activity:

- Production of websites Y1 = 7.500 €
- Website content updates and hosting Y1 = 5.000 €
- Project profiles on social networks and their updates Y1 = 2.500 €
- Technical update of project website and its content regular updates plus hosting Y2 = 3.500 €
- Updates of profiles on social networks Y2 = 2.500 €
- Technical update of project website and its content regular updates plus hosting Y3 = 3.500 €
- Updates of profiles on social networks Y3 = 2.500 €

Total budget for the activity (Y1-Y3):

- Total = 27.000 €, of which:
 - 17.250 € Czech Republic
 - 9.750 € Slovak Republic

Implementation: Implementing

body 1

Graphic illustration:



VIII. WEBINARS

Specific objectives:

Production of five online webinars in Czech Republic focusing on selected agricultural topics during the project with a cumulative online attendance of min. 1.000 people

Description of activity:

Activity consists of:

- Production of webinars (using online platform DimDim, GoToWebinar, Webex or similar) with length of 60-75 minutes
- Supplementing of webinar by online survey and shared whiteboards to further increase interactivity and deepening experience
- Recording of throughout webinar and sharing of this video on the selected site (YouTube or Google Video)

Key-messages:

(1) European agriculture is a modern (up-to-date) sector of the Union economy with traditional, diverse, safe and sustainable production of top-quality and tasty agricultural and food products for all (smart) consumers. Find out more about this products and how they are born in the EU at www.bornin.eu. Enjoy it's from Europe.

(2) European agriculture is a modern and promising sector, producing a wide range of quality products through its up-to-date methods and procedures. Get more information so you can decide whether to become a part of its "the born in the EU" story. www.bornin.eu. Enjoy it's from Europe.

(Link directs consumers to the project web that will provide complete information about the specifics and quality of European agricultural production and its individual products & categories.)

Webinars allow to communicate to target „complete message“ and all necessary (and detailed) topics related to aspects and characteristics of European agriculture and its individual products / categories.

Deliverables:

YEAR 1

- One interactive webinar with attendance of min. 150 people YEAR 2
- Two interactive webinars with attendance of min. 200 people each YEAR 3
- Two interactive webinars with attendance of min. 200-250 people each

Budget analysis:

Budget-split for the activity:

- All-inclusive production of one webinar (with survey and recording) Y1 = 5.000 €

- All-inclusive production of two webinars (with surveys and recordings) Y2
= 10.000 €
- All-inclusive production of two webinars (with surveys and recordings) Y2
= 10.000 €

Total budget for the activity (Y1-Y3):

- Total = 25.000 €, of which:
 - 25.000 € Czech Republic
 - 0 € Slovak Republic

Implementation:

Implementing body 1

Graphic illustration:



IX. MERCHANDISE

Specific objectives:

Production of “eco-friendly” promotional merchandise with logo of the project for effective use within other activities (especially activities III. PR / press-office,

IV. contact events and V. trips and seminars) in a total quantity of 45.000 pieces. Merchandise will be produced in Czech Republic and used in both countries.

Description of activity:

Activity consists of:

- Small promotional items with practical character, e.g. cheese scraper, apple slicer, herb scissor etc. (useful in everyday life, relevant to content of the project) count of 40.000 units
- Greater promotional items with educational character, e.g. calendars and/or planners with extended information about European agriculture (useful when learning, relevant to content of the project) count of 4.000 pieces
- Tailor-made promotional items for special occasions, e.g. premium cloth shopping bags in project design promotion the Union and its agriculture and food products of the highest quality (relevant to content of the project) count of 1.000 pieces

Deliverables:

YEAR 1

- Production of small promotional items – 20.000 units
- Production of greater promotional items – 2.000 units
- Production of tailor-made promotional items – 500 units YEAR 2
- Production of small promotional items – 10.000 units
- Production of greater promotional items – 1.000 units
- Production of tailor-made promotional items – 500 units YEAR 3
- Production of small promotional items – 10.000 units
- Production of greater promotional items – 1.000 units

Budget analysis:

Budget-split for the activity:

- Small promo-items (production) Y1 = 20.000 €
- Greater promo-items (production) Y1 = 4.000 €
- Tailor-made promo-items (production) Y1 = 3.500 €
- Small promo-items (production) Y2 = 10.000 €
- Greater promo-items (production) Y2 = 2.000 €
- Tailor-made promo-items (production) Y2 = 3.500 €
- Small promo-items (production) Y3 = 10.000 €
- Greater promo-items (production) Y3 = 2.000 € Total

budget for the activity (Y1-Y3):

- Total = 55.000 €, of which:
 - 55.000 € Czech Republic
 - 0 € Slovak Republic

Implementation:

Implementing body 1

Graphic illustration:



(example of cloth shopping bag – front side in the Union design, back side with project logo & graphics)

Overall timing of activities:

Period:		Activity:								
YEAR	QUARTER	I. TV	II. PRINT	III. PR	IV. CONTACT EVENTS	V. TRIPS & SEMINARS	VI. ONLINE	VII. WEB/SOCIAL	VIII. WEBINARS	IX. MERCHANDISE
Y1	Q1			CZ				CZ		CZ
				SK				SK		
	Q2		CZ	CZ	CZ	CZ		CZ	CZ	
				SK				SK		
	Q3	CZ	CZ	CZ	CZ	CZ		CZ		
		SK	SK	SK				SK		
	Q4			CZ			CZ	CZ		
				SK				SK		
Y2	Q1			CZ				CZ		CZ
				SK				SK		
	Q2	CZ	CZ	CZ	CZ	CZ		CZ	CZ	
				SK		SK		SK		
	Q3			CZ	CZ	CZ	CZ	CZ		
		SK	SK	SK			SK	SK		
	Q4			CZ				CZ	CZ	
				SK				SK		
Y3	Q1			CZ		CZ		CZ		CZ
				SK				SK		
	Q2		CZ	CZ	CZ	CZ	CZ	CZ	CZ	
				SK		SK	SK	SK		
	Q3	CZ	CZ	CZ	CZ	CZ		CZ		
		SK		SK				SK		
	Q4			CZ				CZ	CZ	
				SK				SK		

Extent of communication by media type:

Media:	Communication	Extent of communication:
TV	advert	simple / basic message
	sponsorship	simple / basic message
Print	advert	simple / basic message; extended message
PR	PR article	complete message
Contact events	exhibition	extended message
	school event	extended message; complete message
Edu-trips & seminars	edu-trip	extended message
	edu-seminar	extended message; complete message
Online	advert	simple / basic message
Web & social	web	complete message
	social	extended message
Webinars	webinar	extended message; complete message
Merchandise	merchandise	-

Summary of budget for activities according to the target country:

Czech Republic	640.250 €
Slovak Republic	173.250 €

RESUME (6.)

We will implement nine different types of marketing activities during the project with the general budget of € 813.500, of which € 148.000 invested in television advertising, € 119.000 in print advertising, € 171.500 into PR activities, € 109.000 in contact events, € 136.000 in educational trips & seminars, € 23.000 in online advertising, € 27.000 in web & social media, € 25.000 in webinars and € 55.000 in promotional merchandise.

7. Measurement of results and impact indicators

The project will ensure continuous and consistent measurement of project results and impacts both in the Czech Republic and Slovakia.

Increase in the value of the market with agricultural products from the Union in targeted countries by +5 % in the three-year horizon, of which +3,5 % induced by the project (and +1,5 % organic) is set as “economical return”:

Year:	Market value (million €) - estimated	
	(organic)	(with the project)
2017	18.091,9	-
2018	18.159,7	-
2019 (Y1)	18.227,5	18,438,7
2020 (Y2)	18.295,4	18.708,3
2021 (Y3)	18.363,3	18.996,5

Fulfilling of the economic goals will be evaluated at the end of each period of the project (Y1-Y3), according to available official statistical data on the performance of the agricultural market and the share of home produced plus imported products from other countries from the Union.

Increase of awareness of quality and diversity of agricultural products from the Union and specific European agriculture production methods in target groups of the Purposeful & the Clever (64,5% of total population, i.e. 10,25 million inhabitants of the Czech and Slovak republics) by +45 % is set as “informative return”:

Year:	Awareness increase approval (million people from TGs)	
	passed	failed
2015	1,33	8,92
2021	1,93	8,32

The results will be evaluated by the comparison of three new representative surveys (Czech and Slovak population – the Purposeful & Clever, representative samples 800+ respondents, 2015 vs. end of year 2019 / 2020 / 2021, Respond & Co.) that will ask for:

- awareness of the agricultural production in the EU (its diversity / quality / safety / sustainability)
- awareness of nature-friendly production methods (incl. animal welfare) in

European agricultural production

- preference to purchase & consume quality products of European agriculture in comparison to products from other (non-EU) states and regions
- willingness to pay some extra for “EU agriculture quality”

Evaluation of specific objectives for each group of proposed activities

I. TV ADVERTISING

Type of indicator	Indicator	Quantity
Output	Nr. of TV spots aired	180
Result	TRPs (cumulated)	90
Impact	Awareness changed (nr. of people that changed opinion)	(rate 3 % from TRPs) <u>300.000</u>

II. PRINT ADVERTISING

Type of indicator	Indicator	Quantity
Output	Nr. of print adverts	75
Result	TRPs (cumulated)	75
Impact	Awareness changed (nr. of people that changed opinion)	(rate 3 % from TRPs) <u>250.000</u>

III. PR ACTIVITIES (PRESS OFFICE)

Type of indicator	Indicator	Quantity
Output	Nr. of media outputs and advertorials	540
Result	Number of views	16.900.000
Impact	Awareness changed (nr. of people that changed opinion)	(rate 5% from views) <u>600.000</u>

IV. AND V. CONTACT EVENTS & EDUCATIONAL TRIPS AND SEMINARS

Type of indicator	Indicator	Quantity
-------------------	-----------	----------

Output	Nr. of “respondents”	78.000
Result	Interactive contacts	39.000
Impact	Awareness changed (nr. of people that changed opinion)	(rate 10 % from contacts) <u>3.900</u>

VI. ONLINE ADVERTISING

Type of indicator	Indicator	Quantity
Output	Nr. of impressions	25.000.000
Result	Views / clicks	1.250.000
Impact	Awareness changed (nr. of people that changed opinion)	(rate 1 % from views/clicks) <u>12.500</u>

VII. WEB & SOCIAL

Type of indicator	Indicator	Quantity
Output	Nr. of visitors	800.000
Result	“Interactivity”	250.000
Impact	Awareness changed (nr. of people that changed opinion)	(rate 10% from “interactivite”) <u>25.000</u>

VIII. WEBINARS

Type of indicator	Indicator	Quantity
Output	Nr. of persons involved	1.000
Result	“Interactivity”	900
Impact	Awareness changed (nr. of people that changed opinion)	(rate 20% from “interactivity”) <u>180</u>

IX. MERCHANDISE

(not measured, effect occurs under use within previous activities)

RESUME (7.)

During the project we will carefully monitor both indicators of informative and economical returns of the project through collection and evaluation of official statistical data (market share of agricultural produce from the EU and from countries outside the EU in the Czech Republic and Slovak Republic) and surveys on the increase of awareness of the quality and diversity of agricultural products from the Union with professional partner – research company Respond & Co.

8. Project organisation and management structure

During the implementation of the project, its professional management and execution will be ensured by a team of experienced staff.

Project management tools

Within the project there will be used both tools, defining the exact activities in subsequent periods, as well as tools, summarizing the activities already carried incl. finances and their efficiency.

For each quarter we will compile “Activity plan” incl. the expected budget. The plan will be prepared in close cooperation of proposing organization with implementing and supervisory bodies. This plan will be prepared and approved in advance at least one month before the beginning of each quarter, and will include:

- (a) list of all planned activities
- (b) detailed description of each activity (e.g. for TV sponsoring campaign its dates, scope, specific media used and expected effectiveness)
- (c) cost estimate / budget broken down by planned activities

We will also prepare “Interim evaluation report” for each preceding quarter with detailed summary of drawn funds in a similar structure to “Activity plan” to be able to take the simplest comparison and evaluation.

After the end of each year of the project we will compile “Yearly evaluation report” and annual financial statement, which will be submitted to the supervising body for approval.

Persons responsible for project management

The structure of management and implementation team of proposing organisation:

Project manager – Ing. Jiri Felcarek

The person responsible for project management, coordination of implementing body and communication with the supervising organisation.

Practice and experience:

- agricultural engineer
- almost 20 years of experience in the field of agriculture and marketing
- employed by the Agricultural Chamber of the Czech Republic since 2007 (11 years)
- his job has been to coordinate projects aimed at promotion of milk and dairy products White plus I. and White plus II., co-financed by the EU (a total of 7 years – from 2010 till 2017) and to supervise general promotion and PR activities of the Chamber, other hedged actions are collaborating on promotion projects “KLASA – National Quality” (14 years) and the “Regional food” (9 years)
- he is a member of the Working Group on the issue of food quality scheme in the Czech Republic at the Ministry of Agriculture
- he also ensures cooperation with foreign partners of the Chamber and participate at meetings of COPA COGECA

Project implementer – Ing. Jan Dolezal

This person will be responsible for implementing of parts of the project that are in the responsibility of the proposing organisation, i.e. in particular planning of activities, the visual aspect of the project and the collection and evaluation of data.

Practice and experience:

- agricultural engineer
- 7 years of experience in the field of agriculture and communications
- employed by the Agricultural Chamber of the Czech Republic since 2014 (4 years) for the commodity sector, legislation, studies and analyzes, internal and external communications, rural development and landscape protection etc.
- his job is to cooperate on the external outputs, publications, yearbooks and preparing of media assets
- he is member of the working group of the Ministry of Agriculture to prepare a national framework of the Common Agricultural Policy, Czech agricultural policy and rural development, member of the Commission for the Protection of Animals, a steady partner for communication with the Czech Statistical Office, secretary of sectoral commodity councils for cereals and oilseeds, milk, poppy, pork, beef and pork
- he is also an expert for negotiations with the authorities COPA COCEGA, Farm Europe, DG Agri and others

Project accountant – Ing. Viera Klobouková

The person responsible for financial management and oversight of effective budget absorption.

Practice and experience:

- agricultural engineer
- employee of the Agricultural Chamber of the Czech Republic for 22 years
- provides accounting, financial analysis, management control, projects administration and secure seminars and meetings with partners

Activities carried out in connection with project implementation

Activity	Frequency	Inclusion of relevant organisation		
		proposing organisatio	implementin g body	supervising body
Implementation and operational communication	daily	•	•	
Operative meetings with the general supervision of the implementation of the project	weekly / biweekly	•	•	
Coordination meetings with detailed monitoring of the implementation of the project incl. disbursement of funds	monthly	•	•	
Quarterly evaluation meetings with the preparation of the interim evaluation report	quarterly	•	•	•
Yearly evaluation meetings with the preparation of the yearly evaluation report	yearly	•	•	•

Guarantee for the implementation of the project on time, under budget and its objectives

Guarantee for correct, on-time and cost-effective project implementation are both PO's experience with flawless implementation of previous promotional projects co-financed from EU funds (promotional programs for milk "White plus I." and "White plus II.") as well as experience and management skills of its employees responsible for this project.

Quality control mechanisms

Quality control is ensured by a clear system of planning and monitoring of implemented activities and close cooperation communications between the proposing organisation and the implementing and supervising bodies. Under this system, there can be no underperformance or shortfall in the planned activities, as this would have been caught in the very beginning and immediately corrected.

Risk management

During implementation of the project there can be expected three basic types of risk:

- the risk of increased activity (promotion, marketing, sales) of competing producers, i.e. importers of agricultural products from countries outside the EU
- the risk of future financial crises leading to stagnation or reduction in consumer spending on agricultural products
- the risk of potential destabilization of the Union, leading to restrictions on the free movement of goods and persons

At present, the probability of these risks is classified as relatively low.

To eliminate the risk in the first paragraph there is planned operational strengthening of activities covered by own budget of proposing organisation,

resp. preparing and submitting of a new project for the promotion of specific threatened commodities of European agricultural production.

Risks arising from the second and third paragraphs can't be prevented and within the project, we could try to suppress their potential impact only (lower decline or low growth instead of stagnation, prevention of the abolition of trade with agricultural products from the Union).

Financial viability and project financing

Agrarian Chamber of the Czech Republic is the largest and most professional organization of farmers and associated industries in the Czech Republic with twenty five years of history. It proves that we are a stable organization, well- established in the agrarian sector. We declare that we have stable and sufficient sources of funding and are able to continue operating during the entire project as well as participate in the financing of the project.

RESUME (8.)

There is ready a number of management tools as part of the project that will guarantee its successful progress. Team of experienced professionals from proposing body will carry-out own activities and continuously monitor all activities of the implementing organization. Risk management will also be implemented to further ensure proper realization of the project and its financing.

9. Additional information

Here we provide detailed information and justification of costs in proposed detailed budget split.

Detailed analysis and justification of costs in proposed budget split

PROJECT COORDINATION

Personal costs of the proposing organisation (Y1 – 42.000 €, Y2 – 42.000 €, Y3 – 42.000 €)

Process of cost calculation – personal costs: 1 person-day = 200 €, 17,5 person- days per month (combination of project manager, implementer and accountant) = 3.500 €, 12 months = 42.000 € per year

Other costs of project coordination

(Y1 – 40.500 €, Y2 – 10.000 €, Y3 – 10.000 €)

Process of cost calculation – subcontracting: implementing body calculation by agency hours (strategy planner, account director, art-director, copy-writer for definition of communication strategy and visual identity) plus additional cost for market researches in Y1, Y2 & Y3 = 40.500 € / 10.000 € / 10.000 €

PUBLIC RELATIONS

Continuous press activities / press-office (Y1 – 44.000 €, Y2 – 40.500 €, Y3 – 49.000 €)

Process of cost calculation – subcontracting: implementing body calculation by agency hours (senior account manager and senior PR manager) plus additional cost for media-projects in Y1, Y2 & Y3 = 44.000 € / 40.500 € / 49.000 €

Press events

(Y1 – 14.000 €, Y2 – 12.000 €, Y3 – 12.000 €)

Process of cost calculation – subcontracting: implementing body calculation by agency hours (senior PR manager and production manager) plus additional cost for press-events Y1, Y2 & Y3 = 14.000 € / 12.000 € / 12.000 €

WEBSITE AND SOCIAL MEDIA

Website setup, updates, maintenance

(Y1 – 12.500 €, Y2 – 3.500 €, Y3 – 3.500 €)

Process of cost calculation – subcontracting: implementing body calculation by agency hours (senior account manager) plus additional cost for web setup, updates and maintenance for Y1, Y2 & Y3 = 12.500 € / 3.500 € / 3.500 €

Social media – setup and posting

(Y1 – 2.500 €, Y2 – 2.500 €, Y3 – 2.500 €)

Process of cost calculation – subcontracting: implementing body calculation by agency hours (social media manager) for Y1, Y2 & Y3 = 2.500 € / 2.500 € / 2.500 €

Other costs of web / social (webinars)

(Y1 – 5.000 €, Y2 – 10.000 €, Y3 – 10.000 €)

Process of cost calculation – subcontracting: implementing body calculation by agency hours (senior account manager) plus additional cost for production of webinars for Y1, Y2 & Y3 = 5.000 € / 10.000 € / 10.000 €

ADVERTISING

Print

(Y1 – 49.000 €, Y2 – 39.000 €, Y3 – 31.000 €)

Process of cost calculation – subcontracting: implementing body calculation by agency hours (DTP operator) plus additional cost for media for Y1, Y2 & Y3 = 49.000 € / 39.000 € / 31.000 €

TV

(Y1 – 38.000 €, Y2 – 55.000 €, Y3 – 55.000 €)

Process of cost calculation – subcontracting: implementing body calculation by agency hours (production manager) plus additional cost for production and media for Y1, Y2 & Y3 = 38.000 € / 55.000 € / 55.000 €

Online

(Y1 – 7.500 €, Y2 – 7.000 €, Y3 – 8.500 €)

Process of cost calculation – subcontracting: implementing body calculation by agency hours (DTP operator) plus additional cost for media for Y1, Y2 & Y3 = 7.500 € / 7.000 € / 8.500 €

COMMUNICATION TOOLS

Publications, media-kits, merchandise

(Y1 – 27.500 €, Y2 – 15.500 €, Y3 – 12.000 €)

Process of cost calculation – subcontracting: implementing body calculation by agency hours (production manager) plus additional cost for merchandise / promotional items purchase for Y1, Y2 & Y3 = 27.500 € / 15.500 € / 12.000 €

EVENTS

Stands at trade fairs

(Y1 – 21.000 €, Y2 – 21.000 €, Y3 – 21.000 €)

Process of cost calculation – subcontracting: complete cost of presentation at trade fair (stand, logistics, personal, tastings, competitions) for Y1, Y2 & Y3 =

21.000 € per year

Seminars, workshops, trainings

(Y1 – 5.000 €, Y2 – 10.000 €, Y3 – 10.000 €)

Process of cost calculation – subcontracting: complete cost of seminars production for Y1, Y2 & Y3 = 5.000 € / 10.000 € / 10.000 €

Study trips to Europe

(Y1 – 26.500 €, Y2 – 31.500 €, Y3 – 53.000 €)

Process of cost calculation – subcontracting: complete cost of production of study trips for Y1, Y2 & Y3 = 26.500 € / 31.500 € / 53.000 €

Other events – contact events at secondary schools (Y1 – 14.000 €, Y2 – 16.000 €, Y3 – 16.000 €)

Process of cost calculation – subcontracting: complete cost of contact events production for Y1, Y2 & Y3 = 14.000 € / 16.000 € / 16.000 €

EVALUATION OF RESULTS

Evaluation of results

(Y1 – 5.500 €, Y2 – 5.500 €, Y3 – 5.500 €)

Process of cost calculation – subcontracting: implementing body calculation by agency hours in Y1, Y2 & Y3 (account director, senior account manager and data-miner) = 5.500 € per year

OTHER EGLIBLE COSTS

Other eglible costs of POs (audits, costs of pre-financing etc.) (Y1 – 14.500 €, Y2 – 12.000 €, Y3 – 12.000 €)

Process of cost calculation – other direct costs: cost of pre-financing / securing of bank guarantee for Y1, Y2 & Y3 = 14.500 € / 12.000 € / 12.000 €

Section 2:



(AGRARIAN CHAMBER OF THE CZECH REPUBLIC)

LEGAL ENTITY INFORMATION

Agrarian Chamber of the Czech Republic (AKCR) was established by Act no. 301/1992 Coll. as amended by Act no. 121/1993 Coll. and amended by Act no. 223/1994 Coll., brings together the majority of entrepreneurs in agriculture, forestry and food, promotes and defends the interests of its members, provides consulting and information services throughout the Czech Republic in the following fields - legal and legislative, advisory, consulting and practical vocational training, foreign relations, marketing and promotion, customs and certification, computer science.

Agrarian Chamber of the Czech Republic is the most important nongovernmental agrarian organization that represents the interests of one hundred thousand of its members - farmers, foresters, food producers, beekeepers and many others. We are an organization that wants to play its role not only in the traditional concept of producing raw materials for food production and landscape maintenance - we have a new and modern approach to rural development, where we want to be a partner of municipalities and all other relevant entities.

CERTIFICATE OF INCORPORATION (CZECH)

Agrární komora České republiky, AXIV 571 vedená u Krajského soudu v Ostravě

Výpis z obchodního rejstříku, vedeného Krajským soudem v Ostravě oddíl AXIV, vložka 571

Datum zápisu: **7. prosince 1993**

Spisová značka: **AXIV 571 vedená u Krajského soudu v Ostravě**

Obchodní firma: **Agrární komora České republiky**

Sídlo: Blanická 383/3, Hodolany, 779 00 Olomouc

Identifikační číslo: **47674768**

Právní forma: **Komora (hospodářská, agrární)**

Předmět podnikání:

poskytuje svým členům poradenské a konzultační služby v otázkách spojených s podnikatelskou činností

vydává vyjádření podle zvláštních předpisů a odborná stanoviska organizuje vzdělávací činnost a spolupracuje s orgány státní správy v

zajišťování informačního servisu, profesního vzdělávání a forem rekvalifikace a při řešení problémů zaměstnanosti

na základě předchozího souhlasu členů zabezpečuje propagaci a šíření informací o jejich podnikatelské činnosti

dbá, aby členové komory vykonávali podnikatelskou činnost odborně a v souladu s obecně závaznými právními předpisy

navazuje a rozvíjí styky s komorami a obdobnými institucemi v zahraničí a uzavírá s nimi dohody

vystavuje osvědčení o skutečnostech důležitých v právních vztazích, které vznikají v mezinárodním obchodě

zřizuje, spravuje zařízení a instituce na podporu rozvoje podnikání a vzdělanosti

spolupracuje s podnikatelskými svazy a sdruženími na základě uzavřených dohod

zřizuje smírčí komisi k předcházení obchodním sporům mezi svými členy a může zřídit spolu s Hospodářskou komorou ČR nebo samostatně rozhodčí soud

vykonává vlastní hospodářskou činnost na podporu řádného plnění svých úkolů a v souladu se svým posláním

podílí se na odborné přípravě k výkonu povolání a podporuje školská zařízení zřízena k tomuto účelu

na základě seznamů členů vedených Okresními komorami a Společenstvy vede a vydává souhrnný Agroregistr členů

nakladatelská a vydavatelská činnost periodických a neperiodických publikací

Statutární orgán - představenstvo:

Prezident: ZDENĚK JANDEJSEK, CSc., dat. nar. 5. listopadu 1954,
Brzotice 7, 257 68 Loket, den vzniku funkce: 16. března 2017, den vzniku

členství: 16. března 2017

Viceprezident: JOSEF KUBIŠ, dat. nar. 2. března 1948, Džbánka 569,
Nechánice, 251 68 Sulice, den vzniku funkce: 16. března 2017, den vzniku

členství: 16. března 2017

Viceprezident: Ing. VÁCLAV HLAVÁČEK, CSc., dat. nar. 22. září 1952, č.p. 69, 691
71 Nikolčice, den vzniku funkce: 16. března 2017, den vzniku členství:

16. března 2017

Viceprezident: LEOŠ ŘÍHA, dat. nar. 13. března 1966, Mlýnská 387, 561 64 Jablonné
nad Orlicí, den vzniku funkce: 16. března 2017, den vzniku členství:

16. března 2017

Viceprezident: BOHUMIL BELADA, dat. nar. 3. června 1973, Chrpová 1213, 391 02
Sezimovo Ústí, den vzniku funkce: 16. března 2017, den vzniku

členství: 16. března 2017

Viceprezident: **VLADIMÍR VESELÝ, dat. nar. 10. března 1960, č.p. 232,
533**

22 Býšť, den vzniku funkce: 16. března 2017, den vzniku členství: 16. března

2017

Viceprezident: Ing. MARTIN PÝCHA, dat. nar. 20. září 1975, Měšická 510, 250 65
Bašť, den vzniku funkce: 12. března 2015, den vzniku členství: 20.

března 2014

Způsob jednání: Jménem Agrární komory České republiky jedná prezident. Ostatní
skutečnosti: Právní forma - Agrární komora České republiky je sdružení podnikatelů
(právnických i fyzických osob) ustavené podle zákona 301/1992 Sb. o Hospodářské komoře
České republiky a Agrární komoře České republiky ve znění zákona č. 121/1993 Sb.

Link to the original listing in the commercial register:

<https://or.justice.cz/ias/ui/rejstrik-firma.vysledky?subjektId=203703&typ=PLATNY>

CERTIFICATE OF INCORPORATION (ENGLISH TRANSLATION)

Agrarian Chamber of the Czech Republic, AXIV 571 kept by the Regional Court in Ostrava

Extract from the Commercial Register maintained by the Regional Court in Ostrava, Section AXIV, File No. 571

Registration Date: **December 7, 1993**

Case number: 571 AXIV kept by the Regional Court in Ostrava

Company: Agrarian Chamber of the Czech Republic Address:
Blanická 383/3, Hodolany, 779 00 Olomouc

Id. number: **47674768**

Legal form: **Chamber (economic, agrarian)**

Scope of business:

provides its members with advisory and consulting services on issues related to business activities

statement issued by special legislation and expert advice

organizes educational activity and cooperates with government authorities in providing information service, professional education and forms of retraining and in solving employment problems

with the prior approval of members ensures the promotion and dissemination of information about their business

ensures that members of the Chamber engaged in business professionally and in accordance with generally binding regulations

establish and develop contacts with chambers and similar institutions abroad and concludes agreements with them

the certificate on the facts important in legal matters that arise in international trade

establishes, manages facilities and institutions to promote business development and education

collaborates with business and unions and associations based on agreements sets up a conciliation commission to prevent trade disputes among its members and may establish, together with the Economic Chamber of the Czech Republic or separately arbitration court

carries its own economic activity to support the proper performance of their duties and in accordance with its mission

participates in training for the profession and promotes educational institutions established for this purpose

based on lists kept by the members of the District Chambers of Commerce and Community leads and publishes aggregate Agro-register members publishing and editorial activity of periodic and non-periodic publications Board of Directors:

President: ZDENĚK JANDEJSEK, CSc., dat. nar. 5. listopadu 1954, Brzotice 7, 257 68 Locket, den vzniku funkce: 16. března 2017, den vzniku

členství: 16. března 2017

Vice president: JOSEF KUBIŠ, dat. nar. 2. března 1948, Džbánka 569, Nechánice, 251 68 Sulice, den vzniku funkce: 16. března 2017, den vzniku

členství: 16. března 2017

Vice president: Ing. VÁCLAV HLAVÁČEK, CSc., dat. nar. 22. září 1952, č.p. 69, 691 71 Nikolčice, den vzniku funkce: 16. března 2017, den vzniku členství:

16. března 2017

Vice president: LEOŠ ŘÍHA, dat. nar. 13. března 1966, Mlýnská 387, 561 64 Jablonné nad Orlicí, den vzniku funkce: 16. března 2017, den vzniku členství:

16. března 2017

Vice president: BOHUMIL BELADA, dat. nar. 3. června 1973, Chrpová 1213, 391 02 Sezimovo Ústí, den vzniku funkce: 16. března 2017, den vzniku

členství: 16. března 2017

Vice president: **VLADIMÍR VESELÝ, dat. nar. 10. března 1960, č.p. 232, 533**

22 Býšť, den vzniku funkce: 16. března 2017, den vzniku členství: 16. března

2017

Vice president: Ing. MARTIN PÝCHA, dat. nar. 20. září 1975, Měšická 510, 250 65 Bašť, den vzniku funkce: 12. března 2015, den vzniku členství: 20.

března 2014

The course of action: President acts on behalf of the Czech Agrarian Chamber. Other facts: Legal form - Agrarian Chamber of the Czech Republic is an association of entrepreneurs (individuals and legal entities) established pursuant to Act 301/1992 Coll. The Economic Chamber of the Czech Republic and Agricultural Chamber of the Czech Republic as amended by Act no.

121/1993 Coll.

EXTRACT FROM THE VAT REGISTER (CZECH)

Údaje o registrovaném subjektu:

DIČ: CZ47674768 - Právnícká osoba

Obchodní firma / název: **Agrární komora České republiky**

Sídlo: Blanická 383/3, Hodolany, 779 00 Olomouc 9

Finanční úřad pro Olomoucký kraj - **Územní pracoviště v Olomouci, Lazecká**
545/22, Olomouc

Údaje o nespolehlivém plátcí DPH: **Nespolehlivý plátce -**
NE Bankovní účty určené ke zveřejnění / Datum zveřejnění:
238930849/0300 - 25.11.2014

173938427/0300 - 01.04.2013

153269828/0300 - 01.04.2013

Údaje o registraci k DPH / Typ registrace / Registrace platná od: / Registrace
platná do:

Plátce - od 01.12.2004 do -

Plátce - od 01.03.1997 do 30.09.2001

Link to the original listing in the VAT register:

http://adisreg.mfcr.cz/adistc/adis/irs/irep_dph/dphInputForm.faces;jsessionId=ED18157390B15432E01C0C2EB399EE15.ep2ap8

EXTRACT FROM THE VAT REGISTER (ENGLISH TRANSLATION)

Data on registered entity:

VAT: CZ47674768 - Legal person

Company / Name: **Agrarian Chamber of the Czech Republic**

Address: Blanická 383/3, Hodolany, 779 00 Olomouc 9

Financial Office of Olomouc Region - **regional office in Olomouc, Lazecká**
545/22, Olomouc

Data on unreliable VAT payers: **Unreliable payer – NO**

Bank accounts intended for publication / Date of publication:
238930849/0300 - November 25, 2014

173938427/0300 - April 1, 2013

153269828/0300 - April 1, 2013

Information about the VAT registration / Type / Registration valid from: / Registration
valid until:

Payer - from December 1, 2004 to -

Payer - from March 1, 1997 to September 30, 2001

Section 3:



(AGRARIAN CHAMBER OF THE CZECH REPUBLIC)

INFORMATION ON REPRESENTATIVENESS

According to Article 7 of the Regulation (EU) 1144/2014 of the European Parliament and of the Council (hereafter BA) and Article 1 of the Commission Delegated Regulation (EU) No 2015/1829 (hereafter DA), Agrarian Chamber of the Czech Republic declares that is representative of its sector:

Type of organisation:	Representativeness criteria:
Agri-food sector body	<ul style="list-style-type: none"> - with an objective and activity to provide information on and to promote agricultural products; - to be entrusted by a member state with clearly defined public service mission in this area; - being established at least 2 years before the publication of the call; - having representatives of the product or sector among its membership. <p>(Art 7(1)(d) of BA)</p>

Agrarian Chamber of the Czech Republic is the most important nongovernmental agrarian organization with duly elected authorities for a period of three years. It represents the interests of its approx. 2,5 thousand members, of which 2 thousand agricultural organizations, as well as foresters, beekeepers, fishermen, but also food businesses, dairies, suppliers of equipment and technologies, and more, with a total number of almost 100 thousand employees of its members. AKČR represents about three quarters of the total population employed in agriculture and related industries in the Czech Republic. In monetary terms, the total size of agricultural economy of the Czech Republic and the volume of production of each commodity reaches a qualified estimate of the production of AKČR members at level of approx. 75 %. So we are an organization that plays a role not only in the traditional concept of producing raw materials for food production and the countryside, but also in a broader context and connection to the national economy and the Union.

Section 4:

Chafea Financial Viability Form			
			Language EN
Action & Participant Information			
Title of the action	<div style="border: 1px solid black; padding: 2px;">Born in the EU CZSK</div>		
Proposal N°	<div style="border: 1px solid black; padding: 2px;">SEP-210511212</div>		
Participant's name	<div style="border: 1px solid black; padding: 2px;">Agrarni komora Ceske republiky</div>		
Total EU Contribution	<div style="border: 1px solid black; padding: 2px; text-align: center;">742 000,00</div>	Participant EU Contribution	<div style="border: 1px solid black; padding: 2px; text-align: center;">742 000,00</div>
Accountancy information			
Account Starting Date	<div style="border: 1px solid black; padding: 2px;">01/01/2018</div>	Account Ending Date	<div style="border: 1px solid black; padding: 2px;">31/12/2018</div>
Account duration	<div style="border: 1px solid black; padding: 2px; text-align: center;">12,00</div>	Cash Accounting	<input type="checkbox"/> New entity <input type="checkbox"/>
Date of incorporation	<div style="border: 1px solid black; padding: 2px;">07/12/1993</div>		
Currency	<div style="border: 1px solid black; padding: 2px;">CZK Czech koruna</div>	Euro Rate	<div style="border: 1px solid black; padding: 2px; text-align: center;">27,058</div>

Chafea Financial Viability Form

Balance sheet of the two last accounting years

Assets	In currency unit		In Euro	
	2017 2016	2018 2017	2017 2016	2018 2017
1. Unpaid subscribed capital	0,00	0,00	0,00	0,00
2. Fixed assets (2.1 + 2.2 + 2.3)	996 000,00	1 863 000,00	36 809,82	68 852,10
2.1 Intangible fixed assets	15 000,00	15 000,00	554,36	554,36
2.2 Tangible fixed assets	860 000,00	1 727 000,00	31 783,58	63 825,86
2.3 Financial assets	121 000,00	121 000,00	4 471,88	4 471,88
3. Current assets (3.1 + 3.2.1 + 3.2.2 + 3.3 + 3.4)	10 342 000,00	10 117 000,00	382 215,98	373 900,51
3.1 Stocks	0,00	0,00	0,00	0,00
3.2.1 Debtors due after one year	87 000,00	88 000,00	3 215,32	3 252,27
3.2.2 Debtors due within one year	3 096 000,00	2 954 000,00	114 420,87	109 172,89
3.3 Cash at bank and in hand	7 075 000,00	6 955 000,00	261 475,35	257 040,43
3.4 Other current assets	84 000,00	120 000,00	3 104,44	4 434,92
Total assets (1 + 2 + 3)	11 338 000,00	11 980 000,00	419 025,80	442 752,61

Chafea Financial Viability Form

Balance sheet of the two last accounting years

Liabilities	In currency unit		In Euro	
4. Capital and reserves (4.1 + 4.2 + 4.3 + 4.4)	6 862 000,00	8 935 000,00	253 603,36	330 216,56
4.1 Subscribed capital	4 668 000,00	4 668 000,00	172 518,29	172 518,29
4.2 Reserves	0,00	0,00	0,00	0,00
4.3 Profit and loss brought forward from the previous years	2 187 000,00	2 140 000,00	80 826,37	79 089,36
4.4 Profit and loss brought forward for the financial year +/-	7 000,00	2 127 000,00	258,70	78 608,91
5. Creditors (5.1.1 + 5.1.2 + 5.2.1 + 5.2.2)	4 476 000,00	2 147 874,00	165 422,43	79 380,37
5.1.1 Long term non-bank debt	3 000,00	874,00	110,87	32,30
5.1.2 Long term bank debt	0,00	0,00	0,00	0,00
5.2.1 Short term non-bank debt	2 147 000,00	2 147 000,00	79 348,07	79 348,07
5.2.2 Short term bank debt	2 326 000,00	0,00	85 963,49	0,00
Total liabilities (4 + 5)	11 338 000,00	11 082 874,00	419 025,79	409 596,93

Chafea Financial Viability Form

Profit and loss account of the two last accounting years

Profit and loss account	In currency unit		In Euro	
6. Turnover	31 685 000,00	43 070 000,00	1 171 003,03	1 591 765,84
7. Variation in stocks +/-	0,00	0,00	0,00	0,00
8. Other operating incomes	70 000,00	23 700,00	2 587,04	875,90
9. Costs of material & consumables	16 174 000,00	26 260 000,00	597 752,98	970 507,80
10. Other operating charges	3 482 000,00	5 536 300,00	128 686,53	204 608,62
11. Staff costs	11 417 000,00	10 487 000,00	421 945,45	387 574,84
12. Gross operating profit (6 + 7 + 8 - 9 - 10 - 11)	682 000,00	810 400,00	25 205,11	29 950,48
13. Depreciation and value adjustments on non-financial assets	12 000,00	12 100,00	443,49	447,19
14. Net operating profit (12 - 13)	670 000,00	798 300,00	24 761,62	29 503,29
15. Financial income & value adjustments on financial assets	42 000,00	23 700,00	1 552,22	875,90
16. Interest paid	2 000,00	0,00	73,92	0,00
17. Similar charges	1 000,00	0,00	36,96	0,00
18. Profit/Loss on ordinary activities (14 + 15 - 16 - 17)	709 000,00	822 000,00	26 202,96	30 379,19
19. Extraordinary income and charges +/-	- 646 000,00	0,00	- 23 874,64	0,00
20. Taxes on profits +/-	56 000,00	11 600,00	2 069,63	428,71
21. Profit/Loss for the financial year (18 + 19 - 20)	7 000,00	810 400,00	258,69	29 950,48

Date and signature of the participant's accounting manager or similar function

03.04.2018 

Chafea Financial Viability Form

For Chafea Internal Use Only

Primary Criteria			
Equity 1	Equity > 0,2 x Total EC Contribution?	Equity	0,2 x Total EC Contribution
		330 216,56	148 400,00
Equity 2	Equity > 0,2 x Participant EC Contribution?	Equity	0,2 x Participant EC Contribution
		330 216,56	148 400,00
Ratio 1	Working	294 552,44	>0,00

Secondary Criteria			
Ratio 2	Capital & Reserve (without subscribed capital)	157 698,27	>0
Ratio 3	Profit and loss for the year	29 950,48	>0
Ratio 4	Financial Autonomy	0,81	>0

For information			
Ratio 5	Gross Operating Profit	29 950,48	>0
Total assets = Total liabilities		Total Assets	Total Liabilities
		442 752,61	409 596,93

Due to the type of the form (XFA form) IT IS NOT ALLOWED to attache this document as it is, directly in SEP.

Only flat PDF's (not dynamic PDF) is accepted.

Please print and scan the document in PDF format or
print it using the virtual Adobe printer if you have the professional version of Acrobat or
another virtual printer
for the submission

[CLICK HERE TO PRINT THE VERSION TO ATTACH TO SEP.](#)

Born in the EU.



**MARKETING SUPPORT OF MODERN EUROPEAN
AGRICULTURE & AGRICULTURAL AND FOOD
PRODUCTS FROM THE UNION
IN THE CZECH REPUBLIC & SLOVAKIA**



AGRÁRNÍ KOMORA
České republiky

(AGRARIAN CHAMBER OF THE CZECH REPUBLIC)

1. Introduction of proposing organisation

Agrarian Chamber of the Czech Republic is the largest and most professional organization of farmers and associated industries in the Czech Republic.

Agrarian Chamber of the Czech Republic (AKČR) was established by Act no. 301/1992 Coll. of the Economic Chamber and Agricultural Chamber of the Czech Republic, as amended by Act No.121 / 1993 Sb. and amended by Act č.223 / 1994 Sb., brings together the majority of entrepreneurs in agriculture, forestry and food, promotes and defends the interests of its members, provides consulting and information services throughout the Czech Republic in the following fields: legal and legislative consulting, advisory and practical vocational training, marketing and promotional support, foreign relations, customs and certification, computer science.

Agrarian Chamber of the Czech Republic is an independent entity based at Blanická 3 street in Olomouc, Czech Republic with an assigned identification number 47674768 and tax identification number CZ47674768, bank account held at CSOB Olomouc, Czech Republic and registered in the Commercial Register maintained by the Regional Court in Ostrava, section AXIV, insert 571. This information can be confirmed by an extract from the national register of the Commercial register, or online at www.justice.cz.

Agrarian Chamber of the Czech Republic is the most important nongovernmental agrarian organization with duly elected authorities for a period of three years. It represents the interests of its approx. 2,5 thousand members, of which 2 thousand agricultural organizations, as well as foresters, beekeepers, fishermen, but also food businesses, dairies, suppliers of equipment and technologies, and more, with a total number of almost 100 thousand employees of its members. AKČR represents about three quarters of the total population employed in agriculture and related industries in the Czech Republic. In monetary terms, the total size of agricultural economy of the Czech Republic and the volume of production of each commodity reaches a qualified estimate of the production of AKČR members at level of approx. 75 %. So we are an organization that plays a role not only in the traditional concept of

producing raw materials for food production and the countryside, but also in a broader context and connection to the national economy and the Union.

Chamber secures relation to members through district / regional / local Chambers of Agriculture and integrated agricultural, food and forestry communities.

Within its scope AKČR provides to its members:

- advisory and consulting services in matters of business activities;
- statements and expert opinions;
- educational activities;
- marketing and communication support;
- and cooperation with government authorities in providing information service, professional education and forms of retraining and in solving employment problems.

AKČR ensures that its members perform business professionally and in accordance with national and European legal regulations. It also establishes and develops contacts with chambers and similar institutions from the Union and concludes agreements with them. It performs its own economic activity to support the proper performance of their duties and in accordance with its mission, and participates in training for the profession and promotes educational facility established for this purpose, based on lists of members conducted by the district chambers and communities leads and publishes aggregate Agro-register members. Furthermore, the Chamber is continuously working with state and representative bodies and other institutions of the Czech Republic and the Union.

Agrarian Chamber of the Czech Republic is a full member of the association of non-governmental agricultural organizations of the EU COPA - COGECA, which is involved in all their activities, communication, addressing and information transfer.

RESUME (1.)

Agrarian Chamber of the Czech Republic is the relevant body for submission of this project due to the fact that its members represent approx. 75 % of agricultural production in the Czech Republic and its long-term goals are to provide consulting and information services as well as marketing and promotional support for national and european agricultural sector.

2. Products / modes and market analysis

The project is primarily focused on highlighting of specific features of agricultural and food products from the Union, particularly meat and meat products (fresh, chilled and frozen – pork, beef, poultry & fish), milk and dairy products (fresh and dried milk, cheeses, sour milk products), fruits, oils and wine – their quality and taste as well as traditions and diversity of their production. Through this highlighting we want to significantly increase the purchase and consumption of European agricultural products in the Czech and Slovak Republic, i.e. both national agricultural products as well as agricultural products imported from other EU member countries.

Agricultural production in the Czech Republic & Slovak Republic in 2015-2017

Agricultural production at basic prices in the Czech Republic reached average value (according to the final results for 2015-2016 and preliminary results for 2017) of 5.310,2 million €, in the Slovak Republic 2.235,1 million €.

Record results (compared to previous years) were due to annual growth of all its items – both crop and livestock production. As of share of agricultural output at basic prices in the Czech Republic and Slovakia, crop production (at average 56,7 %) prevails over production of livestock (38,1 %). Crop production is significantly represented by cereals and industrial crops, while within livestock production there predominates production of milk and meat.

Agrarian imports to the Czech Republic and Slovak Republic in 2015-2017

The average annual value of agricultural imports (2015 to 2017) was in the Czech Republic 7.982,1 million € and in Slovakia 4.437,6 million €. From these figures imports from other EU countries are nearly 85 % and from other (third) countries slightly over 15 %.

Among the most imported agricultural products into the Czech Republic and Slovakia are pork, poultry and other meat, bakery goods, cheese and curd, oils or wine.

Czech agricultural imports in 2015-2017 came mainly from Germany (20,8 %) and Poland (19,1 %), followed by the Netherlands (7,4 %), which moved in front of previously the third most important supplier Slovakia (6,7 %), then Italy (5,4

%), Spain (5,1 %), Hungary (3,7 %), Austria (3,6 %) and France (3,2 %). The structure of imports remains nearly the same year on year except from Germany and Slovakia, that dropped slightly.

Slovak agricultural imports in 2015-2017 came also from Poland and Germany (22,9 %, respectively 16,2 %), followed by the Czech Republic (9,0 %), the Netherlands (7,1 %), Italy, Hungary, Spain and Austria (17,0 % combined). Share and value of individual states remained stable in the past years.

Market value of European agricultural products

The calculated value of the market for locally produced agricultural products plus products imported from other EU countries in the Czech and Slovak Republics, is as follows:

Country:	National agricultural production (million €)	Imported agricultural produce from the Union (million €)	Total (million €)	Expected increase of the market with the implementation of the project (%)	Increase in market value (million €)
Czech Republic	5.310,2	6.776,8	12.087,0	+5 %	604,4

Slovak Republic	2.235,1	3.769,8	6.004,9	+5 %	300,2
Total:	7.545,3	10.546,6	18.091,9	+5 %	904,6

The position of EU agricultural producers in comparison with its competitors from outside the Union

Although (as mentioned) the share of European agricultural production in target countries is almost 85% of the total imports, there is more potential both to further increase this share and the total value of the purchase and consumption of European agricultural products by the Czech and Slovak consumers, i.e.:

- (a) increasing the quantity of purchase and consumption preferences of agricultural products from the Union (through their better quality & taste);
- (b) a further increase of the proportion of local and imported European agricultural production in comparison to products imported from other non-EU countries.

As in paragraph (b), there is the potential to reduce the share of imports from following countries outside the EU:

Country :	The annual value of agricultural imports to the CR and SR 2015-2017 (thousands of tons)	The annual value of agricultural imports to the CR and SR 2015-2017 (million €)
Brazil	132,7	220,9
China	61,3	152,9
USA	37,5	150,8

Turkey	68,9	130,5
Norway	19,3	88,8
Ecuador	62,7	62,2
Mexico	23,1	48,8
Vietnam	22,9	47,3
Switzerland	14,2	42,7
Morocco	27,3	39,9
Canada	18,6	34,5
Thailand	20,9	33,2
Total:	509,4	1.052,5

In aiming to reduce agricultural imports from the countries mentioned above and to replace them by both domestic production as well as imports from the other EU member states, following agricultural products with the highest quality from the Union have the highest potential:

MEAT	Poultry, pork, beef & fish – fresh, chilled, frozen	Substitution of imports from South & North America and Asia
------	-----------------------------------------------------	-------------------------------------------------------------

MILK & DAIRY PRODUCTS	Milk, dairy products (cheeses, yogurts, creams)	Substitution of imports from Asia and Middle East
FRUITS	Fresh, canned	Substitution of imports from America and Asia
OILS	Different species (rapeseed, sunflower, olive etc.)	Substitution of imports from Asia and Middle East
WINE	Red, white, rosé	Substitution of imports from South & North America, Africa and Australia





FRUIT



OIL



WIN

Challenges for local and imported agricultural produce from the EU

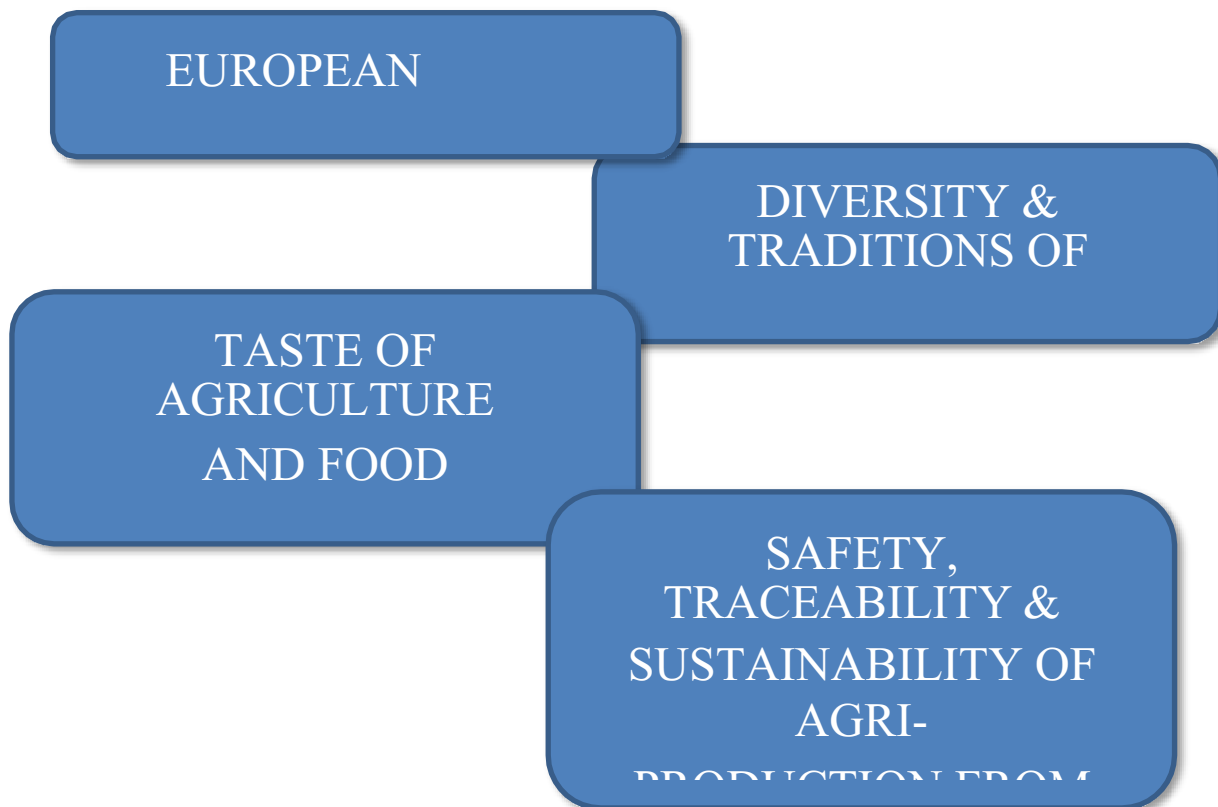
Target markets of the Czech Republic and Slovakia have over 15 million consumers and all of them need reliable supply of high-quality and nutritious agricultural products at quality-adequate prices. The economical situation in the Czech republic and Slovakia as project target markets is in 2018 relatively stable, but still with many challenges - and more of them on the horizon: the competition of agricultural produce from other countries around the world, climate change, rise of input prices (for example, fuel or fertilizers) and – in

medium-term or long-term outlook – also another (potential) economical or financial crisis.

For these reasons it is necessary to support the increase of purchases and consumption of European agricultural products and their consumer preferences by comparison with agricultural and food products imported from non-EU member countries.

It should be (and so will do within the project) to accentuate*:

- (a) QUALITY;
- (b) DIVERSITY AND TRADITIONS;
- (c) TASTE;
- (d) and SAFETY, TRACEABILITY AND SUSTAINABILITY of european agricultural and food products.



* Note: Points a) to c) will be communicated primarily, while point d) is secondary

At the same time agriculture is not only about production – it is closely linked with rural communities and people who live in rural areas. It is also our land and natural resources. Farmers maintain the countryside alive in all EU

Member States and protect the rural way of life. If farms or farmers have disappeared, our hamlets, villages and towns would be very negatively affected.

Agriculture in the country is associated with many jobs. Farmers need machinery, buildings, fuel, fertilizers and care for their animals. Also these sectors employ many people. And others are involved in warehousing, transportation and food retailing.

Overall, agriculture and food production is critical to EU economy and society. In all 28* EU member states there is approximately 12 million farmers and an additional 4 million people working in the food industry. Agricultural and food sectors together provide 7 % of all jobs and generate 6 % of Europe's gross domestic product.

** Note: Status before completion of BREXIT*

Farmers thus face a double challenge: to produce food and at the same time protect nature and preserve biodiversity. Ecologically sustainable farming, which uses natural resources prudently, is essential for the production of high- quality European food and our quality of life – today, tomorrow and for future generations.

Equally important challenge is the fact that for many young people agriculture is indeed not an attractive profession. Consequently, it is reducing the number of farmers. In the sixties, we had in the original six EU countries more than six million farmers, but since then that number has dropped by more than half. In this project we also want to help to change the status via agriculture support and increase of its positive perception as a potential economic sector for business or employment.

Overall, the project have to highlight positive attributes of European agricultural production (the already mentioned diversity and traditions, quality and taste as well as safety, sustainability and modern production methods) and suppress the perception of agricultural produce from countries outside the Union as equal or better then from the Union, e.g. positive perception of meat (esp. beef and pork) from South & North America and Asia, selected dairy products from Asia and the Middle East, oil production from Asia and wine

production from outside the EU (again, South and North America plus South Africa and Australia).

The project will communicate a wide range of topics promoting the major and minor agricultural and environmental themes and priorities of the existing framework of the Common Agricultural Policy. It will also be ready and able to respond directly to the new challenges, e.g. Common Agricultural Policy after 2020 – so it will thus assist to promote new priorities and trends based on the request of EU member countries and various organizations in the areas of agricultural production, rural development, landscape and nature, addressing climate challenges, the welfare of farmed animals, safe foods, soil management, water and the atmosphere, and many other topics. The project will also be able to link the existing framework of the Common Agricultural Policy framework prepared for the period after 2020 and thus greatly enhance public and professional discussion with all stakeholders and our whole society. This will reinforce the continuity of debate as well as activities of the European Commission.

Segmentation of the population and opportunity to increase awareness, purchases and consumption of quality European agricultural products

Czech and Slovak consumers are divided into one of the following four segments:

the Grand	the Purposeful
People for whom distinction of products with added value (European quality and diversity) is not important, but are willing to pay for it	People for whom it is important to distinguish the product with added value (European quality and diversity) and are willing to pay for it
the Lost	the Clever
People for whom it is not important to distinguish between products with or without added value (European quality and diversity)	People for whom distinction of products with added value (European quality and diversity) is important, but are not willing to pay for it

and are not willing to pay for it	
-----------------------------------	--

For the Purposeful differentiation between products without and with added value is important and they are ready to choose and pay for them – they are the „gold segment“. Interestingly, this segment is relatively more female (62 % comparing to 38 % of male). Overall - 36,4 % of the population.

The Grand are a segment with potential, because although product differentiation is not important to them, they are willing to pay for them. Altogether - 5,2 % of the population.

The Clever are not ready to pay for something that is important to them. This is the youngest segment (regarding age) – obviously they can't pay extra due to their low present income (youth, students etc.). Potential for the future.

Overall - 28,1 % of the population.

The Lost are really „lost“ – 30,3 % of the population.

The highest potential is therefore in the purposeful segment, but we can also work with a segment of clever consumers on communication basis. Through the project, we would like to increase awareness of taste and quality of agricultural and food products from the Union as well as their tradition, diversity and safety – which is currently relatively low – within these two segments of at least +45 %.

SWOT analysis

Strengths	Weaknesses
Present share of European agriculture production both in the Czech Republic and Slovakia	European agriculture and its products are not sufficiently distinguished from non-EU products and not perceived as required (quality and

	taste, diversity and traditions, safety and sustainability)
Diversity, quality, safety and sustainability of agriculture production in the Union	
Modern, effective and nature- friendly methods of European agriculture production (incl. animal welfare)	
Opportunities	Threats
Encourage consumers to prefer (buy & consume) agricultural products from the Union for their quality, taste, diversity and traditions	Competition of agricultural products from other continents (especially Asia, North & South America and Middle East)
Promote the perception of European agriculture as a modern part of the European Union's economy	Potential future economic and financial crisis (with related effects as lower consumer spendings)

RESUME (2.)

Within the project, we will communicate quality and taste of agricultural and food products from the Union as well as their traditions and diversity and safety and sustainability of their production and thus will support increase of consumer preferences and purchases of European agricultural products (notably pork & beef meat, milk & dairy products, oils and wine) in the Czech republic and Slovakia. Despite current high market share of

agricultural and food products from the EU there is further potential on its increase (in total value of more than 900 million € in three-year horizon).

Data Sources for 2:

Statistics of agricultural production and agricultural trade 2015-2017 (Ministry of Agriculture of the Czech Republic, Ministry of Agriculture of the Slovak Republic, Czech Statistical Office, Statistical Office of the Slovak Republic)

Publications EU – Agriculture / The partnership between Europe and farmers 2013-2016 (Publications Office of the EU)

Nationwide representative study – Czech and Slovak population, representative samples 2012 and 2015 (Respond & Co.)

3. Objectives of the action

According to data from previous section we define the relevant project objectives in both economic and information returns.

Economical return

Increase of the market value of agricultural products from the Union in the Czech Republic and Slovakia by +5 % (of which organic growth of +1,5 % and project-induced increase of +3,5 %, i.e. in monetary terms – organic growth of 271,4 million € and the project-induced increase of 633,2 million €).

Year:	Market value (million €) - estimated	
	(organic)	(with the project)
2017	18.091,9	-
2018	18.159,7	-
2019 (Y1)	18.227,5	18,438,7
2020 (Y2)	18.295,4	18.708,3
2021 (Y3)	18.363,3	18.996,5

Fulfilling of the economical goals will be evaluated at the end of each period of the project (year 1-3), according to available official statistical data on the performance of the agricultural market and the share of home produced plus imported products from other EU countries in this market in the target

countries, published by the Czech Statistical Office and Statistical Office of the Slovak Republic.

Informative return

Increase of awareness of taste & quality, diversity & traditions as well as safety and sustainability of the agricultural production in the Union in target groups of the Purposeful & the Clever (64,5 % of total population, i.e. 10,25 million inhabitants of the Czech and Slovak republics) by +45 %.

The results will be evaluated by the comparison of three new representative surveys (Czech and Slovak population – the Purposeful & Clever, representative samples 800+ respondents, 2015 vs. end of year 2019 / 2020 / 2021, Respond & Co.) that will ask for:

- awareness of the agricultural production in the EU (its diversity / quality / safety / sustainability)
- awareness of nature-friendly production methods (incl. animal welfare) in European agricultural production
- preference to purchase & consume quality products of European agriculture in comparison to products from other (non-EU) states and regions
- willingness to pay some extra for “EU agriculture quality”

Year:	Awareness increase approval (million people from TGs)	
	passed	failed
2015	1,33	8,92
2021	1,93	8,32

RESUME (3.)

Within the project, we will achieve both economic (with estimated increase of the market value of agricultural products from the EU member states to 18,99 billion € in 2021) as well as information return (increase of awareness of diversity, quality, safety and sustainability of the agricultural production in the Union together with nature-friendly production methods by +45 %).

4. Project strategy

We intend to achieve the set objectives by careful preparation and professional implementation of the communication strategy.



WHY? (Goals/Objectives)

As stated in paragraph three, the project aims to achieve both economic and information objectives:

Economic goal - to support the growth of the market value of agricultural products from the EU member states in the Czech republic and Slovakia - an increase of +5 % compared to “organic” +1,5 % in a three-year horizon (from 2019 to 2021).

Information goal - to support an increase of the low awareness of the quality, diversity, safety and sustainability of the EU agricultural production together with its modern and nature-friendly production methods (incl. animal welfare) -

+45 % by 2021.

WHO? (Target groups)

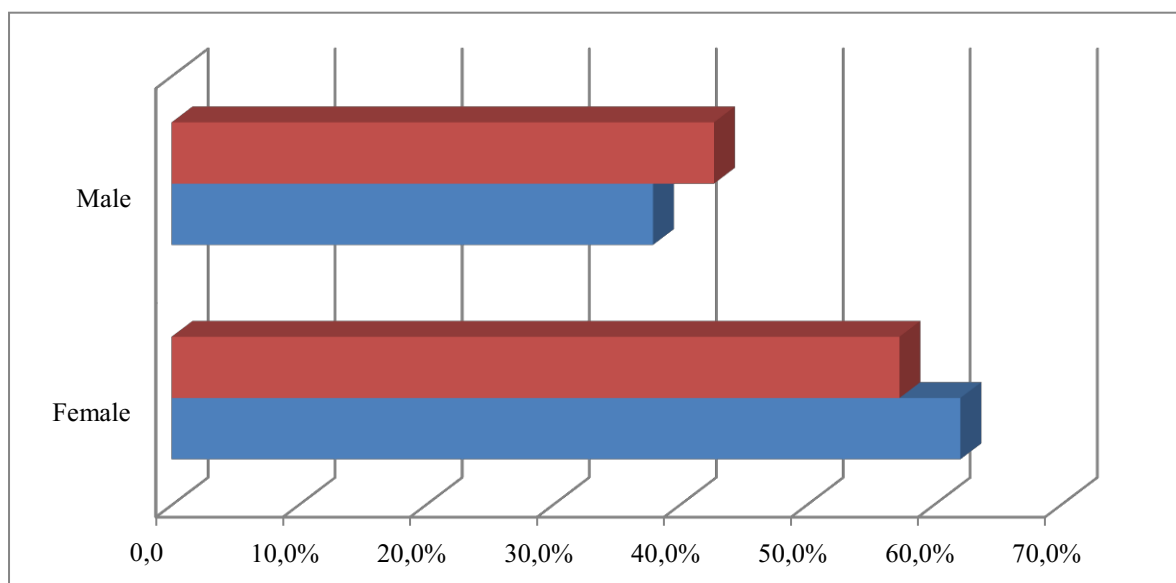
Within the project we will work with the two main target groups:

the Purposeful - 62% female vs. 38% male, pronounced age segment (not entirely dependent on age), the highest proportion of people with higher (university) education

the Clever – 57% female vs. 43% male, the youngest segment incl. students (pronounced with age and credit rating), a relatively high proportion of people with or aspiring for higher education

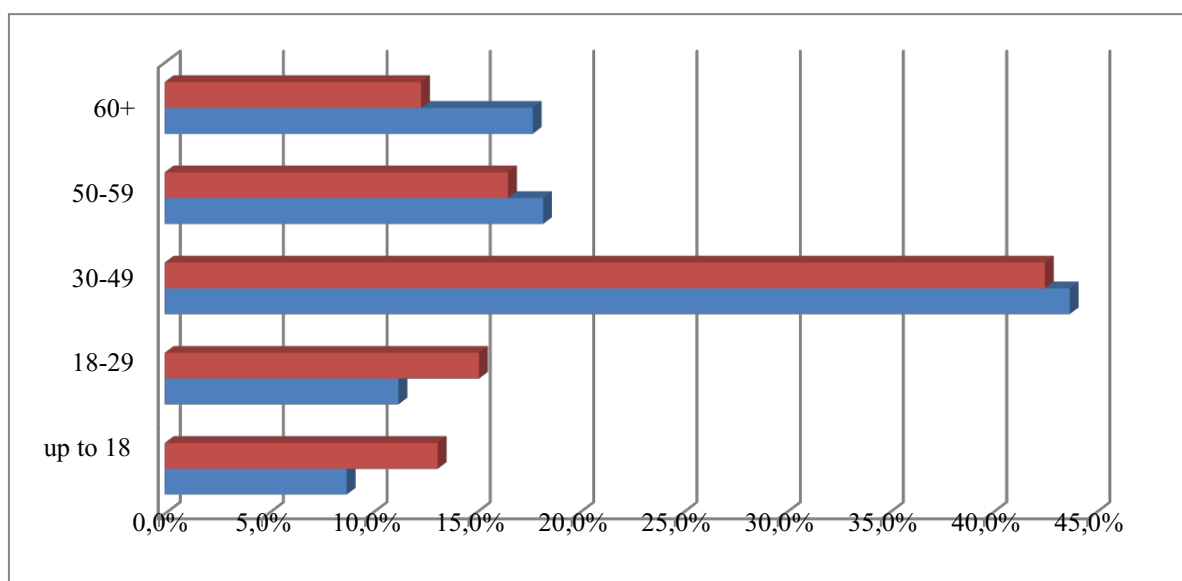
Partition of TGs by gender:

	Female	Male
the Purposeful	62,1%	37,9%
the Clever	57,3%	42,7%



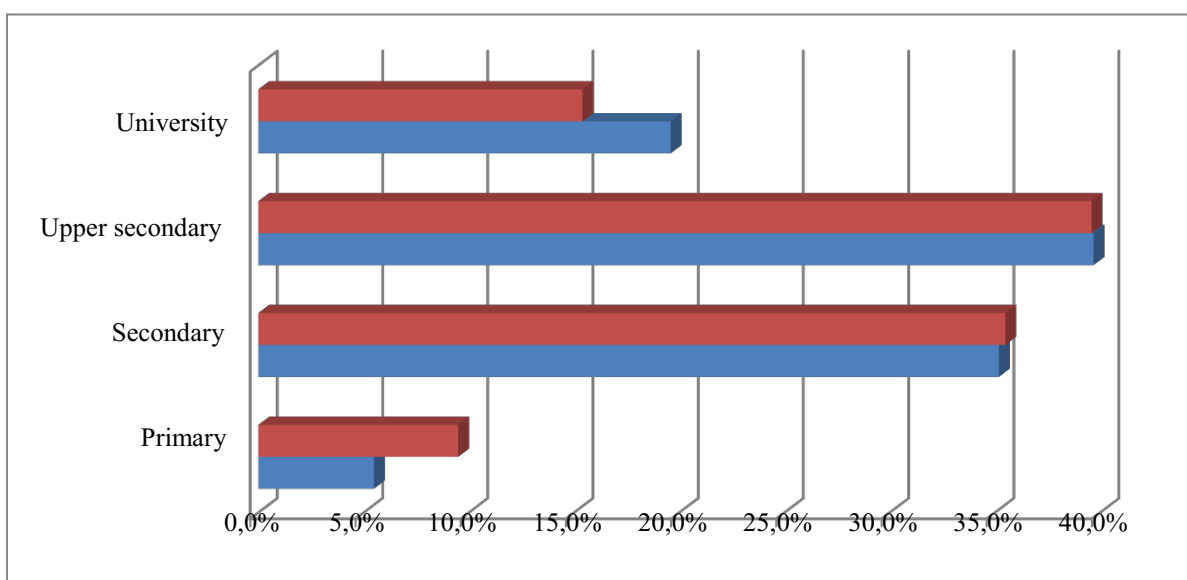
Breakdown of TGs by age:

	up to 18	18-29	30-49	50-59	60+
the Purposeful	8,8%	11,3%	43,8%	18,3%	17,8%
the Clever	15,2%	17,2%	40,6%	14,6%	12,4%



Partition of TGs by education:

	Primary	Secondary	Upper secondary	University
the Purposeful	5,5%	35,2%	39,7%	19,6%
the Clever	9,5%	35,5%	39,6%	15,4%



WHAT? (Messages)

Messages to target groups of the project will be slightly different (respecting their different characteristics):

Overall headline / key-message:

BORN IN THE EU.

European agriculture is a modern (up-to-date) sector of the Union economy with traditional, diverse, safe and sustainable production of top-quality and tasty agricultural and food products for all (smart) consumers. Find out more about this products and how they are born in the EU.

(ENJOY IT'S FROM EUROPE)

Modification of key-message in communication towards the Purposeful:

BORN IN THE EU.

European agriculture offers a diverse range of quality and safe products from which you always choose the best for you and your family. Choose the products born in the EU.

(ENJOY IT'S FROM EUROPE)

Modification of key-message in communication towards the Clever:

BORN IN THE EU.

European agriculture is a modern and promising sector, producing a wide range of quality products through its up-to-date methods and procedures. Get more information so you can decide whether to become a part of its “the born in the EU” story.

(ENJOY IT'S FROM EUROPE)

HOW? (Tactics/Actions)

Tactics for the target groups will be divided according to the type of media prevailing in communication:

Media type:	“Overall”	towards the Purposeful	towards the Clever
“TRADITIONAL MEDIA”			
<u>ATL</u>			

- TV advert.	●	●	
- Print advert.	●	●	
- PR (press office)	●	●	●
<u>BTL</u>			
- Contact events	●	●	●
- Edu-trips & seminars	●		●
"NEW MEDIA"			
<u>DIGI</u>			
- Online advert.	●	●	●
- Web & social	●	●	●
- Webinars	●		●

The media will also differ slightly in the two target EU member states of the project, but at the same time, we will use the linguistic kinship of communication and media overlap from Czech republic to Slovakia and back (from one state to another):

Media type:	Czech republic	Slovakia
"TRADITIONAL MEDIA"		
<u>ATL</u>		
- TV advert.	●	●
- Print advert.	●	●
- PR (press office)	●	●
<u>BTL</u>		
- Contact events	●	
- Edu-trips & seminars	●	●
"NEW MEDIA"		
<u>DIGI</u>		
- Online advert.	●	●
- Web & social	●	●
- Webinars	●	

In the context of the planned project objectives its activities are divided into more economic (call-to-action) vs. more informational (building awareness):

Media type:	"economic goals" (call-to-action)	"Informational goals" (building awareness)
"TRADITIONAL MEDIA"		

<u>ATL</u>		
- TV advert.	●	●
- Print advert.	●	●
- PR (press office)	●	●
<u>BTL</u>		
- Contact events	●	●
- Edu-trips & seminars		●
"NEW MEDIA"		
<u>DIGI</u>		
- Online advert.	●	●
- Web & social		●
- Webinars		●

All activities will appropriately complement the existing activities of the Agrarian Chamber of the Czech republic aimed at supporting the agricultural sector in general and also the Common Agricultural Policy and its current challenges ("European Agriculture 2020: facing the new challenges").

Key visual *

* Note: The graphics elements below and following key visuals are exemplary for the major EU agricultural production areas. Applications for individual agricultural and food products (meat, milk and dairy products, fruits, oils and wine) will be based on them.

Main communication visual develops fundamental idea of the project and its messages and will be further adapted to individual communication channels and tools.

It communicates diversity, quality and safety of the European agricultural products through stylized EU flag in blue & yellow colours – in the form of a table, tablecloth and plates on which concrete agricultural products are used / displayed as needed ...



This visual element is complemented by stylized logo of the project (logo is shown for example in various colour combinations) ...

**BORn in
the EU.**



**BORn in
the EU.**



Born in the EU.



Final key-visual sets all of this in the context of agricultural land in the lush green with animals (symbolic of quality, safety a sustainability of both crop and livestock agricultural production in the Union). The project website (www.bornin.eu) and logo “Enjoy it’s from Europe” are also implemented ...



Specific products used in the visual communication

Within the visual communication of the project we will use selected agricultural products of the Union – both crop and livestock production, i.e.:

- **Meat – fresh, chilled or frozen (pork, beef, poultry and fish)**
- **Milk and dairy products – fresh and dried**

- **Fruits**
- **Oils**
- **Wine**

RESUME (4.)

Within a clearly defined strategy of the project (with objectives and targets) we will communicate tradition, diversity, quality and safety of agricultural products from the Union with the main motto „Born in the EU“ through tactically selected media mix with strong visual, information and call-to-action aspects.

5. EU dimension of the project

The project is based on the promotion of modern European agriculture, its methods and products in two countries that are members of the European Union since 2004. Although the level of agricultural trade with other EU Member States is high, there is potential for further increase of its market share with benefits both for local agri-producers as well as importers of agricultural products from other EU member countries.

The project will emphasize the specific methods of agricultural production in the whole Union:

- **Safety and traceability of origin**
- **Uniqueness and variability of products**
- **Animal welfare**
- **Environmentally friendly production**
- **Sustainability and rational management**
- **Care for the landscape and its features**
- **Protection and utilization of water resources**
- **Call to tackle climate change**

- Up-to-date life in the country

It will also present unique features of EU agricultural products to support their choice by the consumers:

- **Quality, taste & safety (with the aim is to emphasize the quality of agricultural and food products "from field to fork", using both primary agricultural experts and the quality of agricultural products as well as specialists with knowledge of the technology of food processing and analytical chemists and nutrition experts focusing on European food quality and safety)**
- **Tradition and diversity**
- **Sustainability**

Project will communicate types of European agricultural production and the challenges of the CAP ("European Agriculture 2020"), i.e.:

- Conventional vs. sustainable vs. organic farming within the EU incl. new types (integrated, precise etc.)
- Characteristics of European agricultural production - productivity and innovation, tradition, diversity and quality of both crop and livestock products (mainly meat, milk and dairy products, fruits, oils and wine, emphasizing their added value)
- The future of EU agriculture in the context of the growth in world population, climate change and sustainable management of natural resources, landscape management across the EU and maintaining viable rural economy
- Increase awareness of European agriculture as an attractive "profession" for young generation

RESUME (5.)

The project is clearly focused on the promotion of quality agricultural production from the Union, helping to strengthen the market position of both local producers as well as producers from other EU member states. The benefits for all EU agricultural

producers prove the legitimacy of co-financing of the project by the EU.

6. Description of activities and budget split

Within the project, we will implement a total of nine highly efficient activities to which the corresponding cost-effective budgets are associated.

I. TV ADVERTISING / SPONSORING

Specific objectives:

5 sponsoring of nationwide TV programs (with thematic focus on cooking & lifestyle), 3 in Czech Republic + 2 in Slovakia, 55+30 TRPs (“the Purposeful”) cumulated - the relevant TV channels are TV Nova (with approx. 29 % of market share), Czech Television (28 %) and FTV Prima (21 %) in the Czech Republic and TV Markíza (30 %), TV Joj (22 %) and Slovak Television (12 %) in Slovakia.





Description of activity:

Activity consists of:

- Production of 10'' sponsorship spot – 2 variants
- Media costs of 5 sponsorships

Key message:

European agriculture is a modern (up-to-date) sector of the Union economy with traditional, diverse, safe and sustainable production of top-quality and tasty agricultural and food products for all (smart) consumers. Find out more about this products and how they are born in the EU at www.bornin.eu. Enjoy it's from Europe.

(Link directs consumers to the project web that will provide complete information about the specifics and quality of European agricultural production and its individual products & categories.)

Deliverables:

YEAR 1

- 2 sponsorship spots (10'') production – CZ + SK
- 1 sponsoring on-air – nationwide Czech TV, during Q3, goal 15 TRPs / 20 GRPs

YEAR 2

- 1 sponsoring on-air – nationwide Czech TV, during Q2, goal 20 TRPs / 25 GRPs

- 1 sponsoring on-air – nationwide Slovak TV, during Q3, goal 15 TRPs / 20 GRPs

YEAR 3

- 1 sponsoring on-air – nationwide Czech TV, during Q3, goal 20 TRPs / 25 GRPs
- 1 sponsoring on-air – nationwide Slovak TV, during Q3, goal 15 TRPs / 20 GRPs

Budget analysis:

Budget-split for the activity:

- Production of 10'' sponsorship spot (2 variants) = 11.000 €
- Media costs of 1. TV sponsorship in CZ Y1 = 27.000 €
- Media costs of 2. TV sponsorship in CZ Y2 = 33.000 €
- Media costs of 3. TV sponsorship in CZ Y3 = 33.000 €
- Media costs of 1. TV sponsorship in SK Y2 = 22.000 €
- Media costs of 2. TV sponsorship in SK Y2 = 22.000 € Total

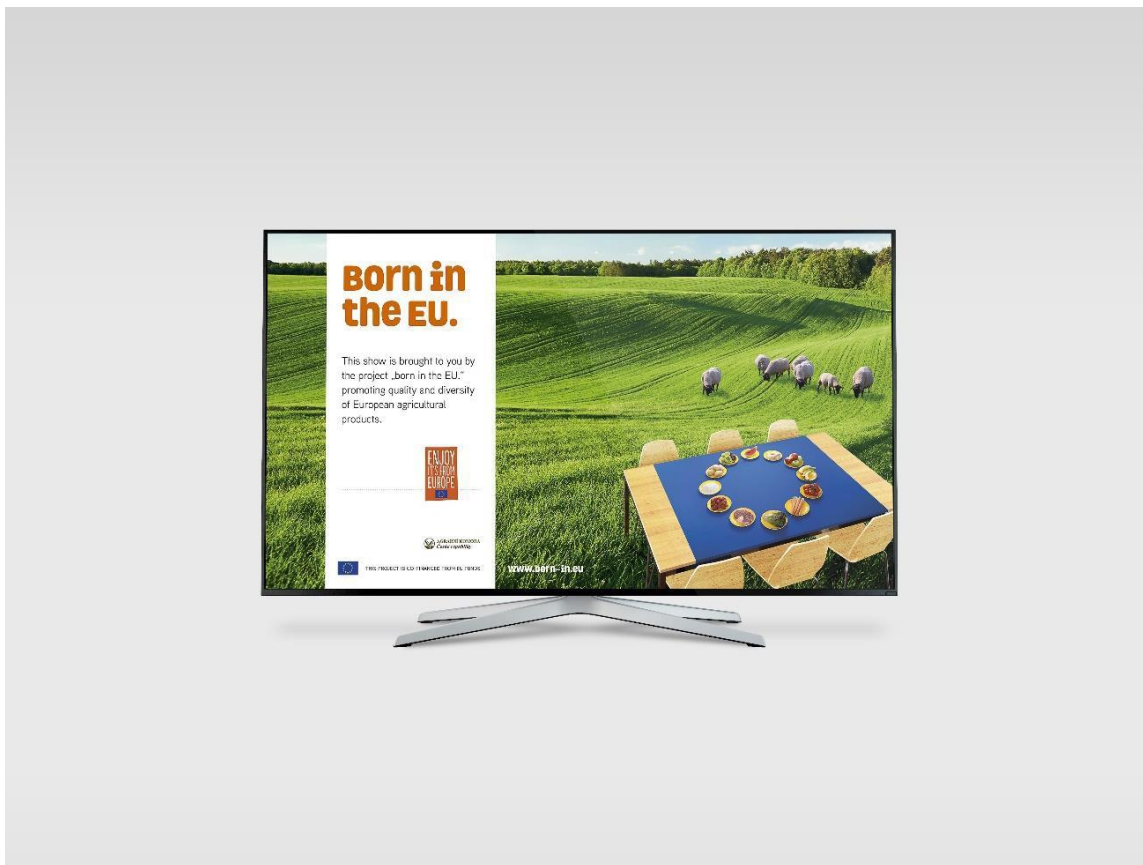
budget for the activity (Y1-Y3):

- Total = 148.000 €, of which:
 - 104.000 € Czech Republic
 - 44.000 € Slovak Republic

Implementation:

Implementing body 1

Graphic illustration:



II. PRINT ADVERTISING

Specific objectives:

7 print advertising campaigns in nationwide titles (with thematic focus on cooking & lifestyle and affinity to our target group /TAI/ > 1,2), 5 in Czech Republic + 2 in Slovakia, 55+20 TRPs (“the Purposeful”) cumulated – relevant media houses are Bauer Media, Borgis, Burda Praha, Czech News Center, Mafra, Mlada fronta and Vltava Labe Media with titles with a total readership of 5,7 million in Czech republic and Slovakia.

Description of activity:

Activity consists of:

- DTP – production of print ads. (all requested variants – 1/1 and/or 1/2 and/or 1/3 and/or 1/4)
- Media costs of 7 print ads. campaigns

Key message:

European agriculture is a modern (up-to-date) sector of the Union economy with traditional, diverse, safe and sustainable production of top-quality and tasty agricultural and food products for all (smart) consumers. Find out more about this products and how they are born in the EU at www.bornin.eu. Enjoy it's from Europe.

(Link directs consumers to the project web that will provide complete information about the specifics and quality of European agricultural production and its individual products & categories.)

Deliverables:

YEAR 1

- DTP
- 2 print ads. campaigns – Czech lifestyle/cooking print media, during Q2 and Q3, goal 20 TRPs / 25 GRPs
- 1 print ads. campaign – Slovak lifestyle/cooking print media, during Q3, goal 10 TRPs / 15 GRPs

YEAR 2

- 1 print ads. campaign – Czech lifestyle/cooking print media, during Q2, goal 15 TRPs / 25 GRPs
- 1 print ads. campaign – Slovak lifestyle/cooking print media, during Q3, goal 10 TRPs / 15 GRPs

YEAR 3

- 2 print ads. campaigns – Czech lifestyle/cooking print media, during Q2 and Q3, goal 20 TRPs / 25 GRPs

Budget analysis:

Budget-split for the activity:

- DTP = 4.000 €
- Media costs of 1. print ads. campaign in CZ Y1 = 16.000 €
- Media costs of 2. print ads. campaign in CZ Y1 = 15.000 €

- Media costs of 3. print ads. campaign in CZ Y2 = 25.000 €
- Media costs of 4. print ads. campaign in CZ Y3 = 15.000 €
- Media costs of 5. print ads. campaign in CZ Y3 = 16.000 €
- Media costs of 1. print ads. campaign in SK Y1 = 14.000 €
- Media costs of 2. print ads. campaign in SK Y2 = 14.000 € Total

budget for the activity (Y1-Y3):

- Total = 119.000 €, of which:
 - 91.000 € Czech Republic
 - 28.000 € Slovak Republic

Implementation:

Implementing body 1

Graphic illustration:





III. PR ACTIVITES (PRESS-OFFICE)

Specific objectives:

Continuous work with all relevant print & online Czech and Slovak media and influencers (with focus on lifestyle and high affinity both to target group of “the Purposeful” as well as “the Clever”) with min. 15 media outputs per month in average (i.e. > 540 PR outputs within the project with media value of more than

€ 400.000), 22 press-events and up to 20 special media-projects (advertorials)

Description of activity:

Activity consists of:

- Media-relations with relevant journalists and bloggers (media-lists and their updates, media contacts through phone calls, e-mails and personal meetings, getting feedback and requests from the media/journalists and so on)
- Drafting and launching press releases and factsheets
- Organisation of interviews with project ambassadors

- Drafting and costs of advertorials
- Production of press-events in Prague & Bratislava - in these two cities the editorial offices of almost 95% of the relevant media are based (preparation of press materials and media kits, production of event incl. technics and light snacks, follow-up after each event)
- Collection and analysis of media clippings (media monitoring) on monthly basis

Key messages:

(1) European agriculture is a modern (up-to-date) sector of the Union economy with traditional, diverse, safe and sustainable production of top-quality and tasty agricultural and food products for all (smart) consumers. Find out more about this products and how they are born in the EU at www.bornin.eu. Enjoy it's from Europe.

(2) European agriculture offers a diverse range of quality and safe products from which you always choose the best for you and your family. Choose the products born in the EU. www.bornin.eu. Enjoy it's from Europe.

(3) European agriculture is a modern and promising sector, producing a wide range of quality products through its up-to-date methods and procedures. Get more information so you can decide whether to become a part of its "the born in the EU" story. www.bornin.eu. Enjoy it's from Europe.

(Link directs consumers to the project web that will provide complete information about the specifics and quality of European agricultural production and its individual products & categories.)

PR platform allows to communicate to target group „complete message“ and all necessary (and detailed) topics related to aspects and characteristics of European agriculture and its individual products / categories.

Deliverables:

YEAR 1

- Continuous media-relations with 35 CZ + SK media and influencers or more associated with provision of at least 180 non-paid (PR) media outputs with media value of 110.000+ €
- Min. 6 different media-topics / press-releases
- 6 (4+2) media-projects based on advertorials in relevant nationwide Czech and Slovak media (CZ in Q1, Q2, Q3 and Q4, SK in Q2 and Q3) with 10 TRPs / 15 GRPs
- 4 press-events in Czech rep. (all in Prague, in Q1, Q2, Q3 and Q4) and 3 press-events in Slovakia (all in Bratislava, in Q2, Q3 and Q4) with participation of at least 20 (CZ) / 13 (SK) journalists at each event and publication of 15+ non-paid PR articles

YEAR 2

- Continuous media-relations with 45 CZ + SK media and influencers or more associated with provision of at least 180 non-paid (PR) media outputs with media value of 130.000+ €
- Min. 6 different media-topics / press-releases
- 5 (4+1) media-projects based on advertorials in relevant nationwide Czech and Slovak media (CZ in Q1, Q2, Q3 and Q4, SK in Q2) with 8 TRPs / 12 GRPs
- 4 press-events in Czech rep. (all in Prague, in Q1, Q2, Q3 and Q4) and 2 press-events in Slovakia (all in Bratislava, in Q1 and Q3) with participation of at least 20 (CZ) / 13 (SK) journalists at each event and publication of 15+ non-paid PR articles

YEAR 3

- Continuous media-relations with 50 CZ + SK media and influencers or more associated with provision of at least 180 non-paid (PR) media outputs with media value of 160.000+ €
- Min. 6 different media-topics / press-releases
- 6 (4+2) media-projects based on advertorials in relevant nationwide Czech and Slovak media (CZ in Q1, Q2, Q3 and Q4, SK in Q3 and Q4) with 13 TRPs / 18 GRPs
- 4 press-events in Czech rep. (all in Prague, in Q1, Q2, Q3 and Q4) and 2 press-events in Slovakia (all in Bratislava, in Q1 and Q3) with

participation of at least 20 (CZ) / 13 (SK) journalists at each event and
publication of 15+ non-paid PR articles

Budget analysis:

Budget-split for the activity:

- Continuous press-office (media-relations) incl. press-releases, interviews, work with media & bloggers, drafting of advertorials and media monitoring Y1 = 26.500 € (132,5 days x 200 € / person-day)
- Continuous press-office (media-relations) incl. press-releases, interviews, work with media & bloggers, drafting of advertorials and media monitoring Y2 = 28.000 € (140,0 days x 200 € / person-day)
- Continuous press-office (media-relations) incl. press-releases, interviews, work with media & bloggers, drafting of advertorials and media monitoring Y3 = 29.000 € (145,0 days x 200 € / person-day)
- Costs of 6 media-project (advertorials) Y1 = 17.500 € (7x 2.500)
- Costs of 5 media-project (advertorials) Y2 = 12.500 € (5x 2.500)
- Costs of 6 media-project (advertorials) Y3 = 20.000 € (8x 2.500)
- Costs of 7 press-events Y1 = 14.000 € (7x 2.000)
- Costs of 6 press-events Y2 = 12.000 € (6x 2.000)
- Costs of 6 press-events Y3 = 12.000 € (6x 2.000) Total

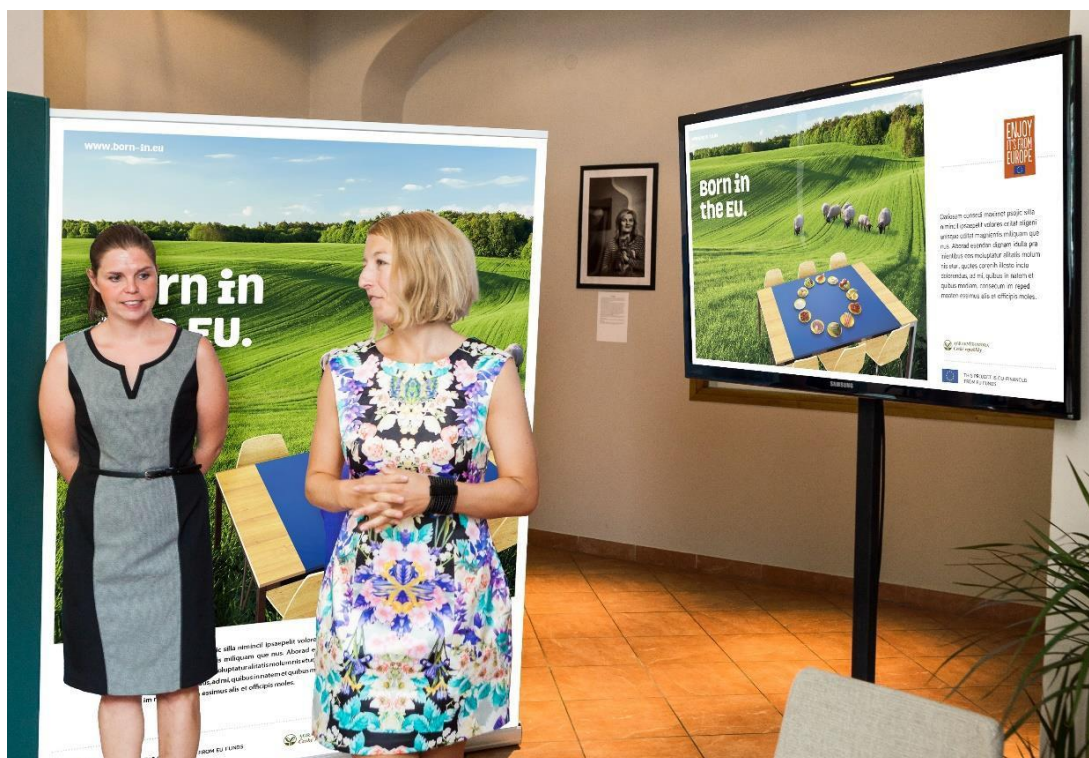
budget for the activity (Y1-Y3):

- Total = 171.500 €, of which:
 - 116.500 € Czech Republic
 - 55.000 € Slovak Republic

Implementation:

Implementing body 1

Graphic illustration:



IV. CONTACT EVENTS

Specific objectives:

Presentation of the project on the most important agricultural exhibition / fair “Zeme Zivitelka” in Ceske Budejovice (one time per year, i.e. 3x during the project) and a total of 12 contact events at secondary schools with the participation of 450+ students.

Description of activity:

Activity consists of:

- Presentation on “Zeme zivitelka” exhibition / fair both for agri- professionals and public 1 time per year (one of the largest and most visited fairs within the Czech republic with a history since 1973 and with a regular number of visitors reaching or exceeding one hundred thousand) - renting of exhibition space and exhibition facilities incl. branding, personnel (salaries, accommodation, transport), tastings, competition for visitors
- 4 contact events per year at selected secondary schools – promotional stand, personnel (salaries, accommodation, transport), tastings - in the

most significant towns of the Czech Republic with a population of over 50 thousand inhabitants

Key-messages:

(1) European agriculture is a modern (up-to-date) sector of the Union economy with traditional, diverse, safe and sustainable production of top-quality and tasty agricultural and food products for all (smart) consumers. Find out more about this products and how they are born in the EU at www.bornin.eu. Enjoy it's from Europe.

(2) European agriculture offers a diverse range of quality and safe products from which you always choose the best for you and your family. Choose the products born in the EU. www.bornin.eu. Enjoy it's from Europe.

(3) European agriculture is a modern and promising sector, producing a wide range of quality products through its up-to-date methods and procedures. Get more information so you can decide whether to become a part of its “the born in the EU” story. www.bornin.eu. Enjoy it's from Europe.

(Link directs consumers to the project web that will provide complete information about the specifics and quality of European agricultural production and its individual products & categories.)

Contact events allow to communicate to target group „extended message“ with the most important topics related to aspects and characteristics of European agriculture and its individual products / categories.

Deliverables:

YEAR 1

- Presentation on “Zeme zivitelka” exhibition in August / Q3 in Ceske Budejovice (providing information, tastings, competition, distribution of merchandise) with at least 15.000 contacted, respectively interviewed persons
- Series of 4 contact events in CZ (2x Prague, 2x Brno) at secondary schools with the participation of 150+ students

YEAR 2

- Presentation on “Zeme zivitelka” exhibition in August / Q3 in Ceske Budejovice (providing information, tastings, competition, distribution of merchandise) with at least 15.000 contacted, respectively interviewed persons
- Series of 4 contact events in CZ (1x Ostrava, 1x Olomouc, 1x Hradec Kralove, 1x Liberec) at secondary schools with the participation of 150+ students

YEAR 3

- Presentation on “Zeme zivitelka” exhibition in August / Q3 in Ceske Budejovice (providing information, tastings, competition, distribution of merchandise) with at least 15.000 contacted, respectively interviewed persons
- Series of 4 contact events in CZ (1x Ceske Budejovice, 1x Plzen, 1x Karlovy Vary, 1x Usti nad Labem) at secondary schools with the participation of 150+ students

Budget analysis:

Budget-split for the activity:

- Presentation on “Zeme zivitelka” exhibition (costs of exhibition space and facilities rental, personnel costs, costs of tastings) Y1 = 21.000 €
- Presentation on “Zeme zivitelka” exhibition (costs of exhibition space and facilities rental, personnel costs, costs of tastings) Y2 = 21.000 €
- Presentation on “Zeme zivitelka” exhibition (costs of exhibition space and facilities rental, personnel costs, costs of tastings) Y3 = 21.000 €
- Series of 4 contact events at secondary schools (costs of promotional stand, transport, personnel costs, costs of tastings) Y1 = 14.000 € (2x 3.000 + 2x 4.000)
- Series of 4 contact events at secondary schools (costs of promotional stand, transport, personnel costs, costs of tastings) Y2 = 16.000 € (4x 4.000)
- Series of 4 contact events at secondary schools (costs of promotional stand, transport, personnel costs, costs of tastings) Y3 = 16.000 € (4x 4.000)

Total budget for the activity (Y1-Y3):

- Total = 109.000 €, of which:
 - 109.000 € Czech Republic
 - 0 € Slovak Republic

Implementation:

Implementing body 1

Graphic illustration:



V. EDUCATIONAL TRIPS & SEMINARS

Specific objectives:

Educational (or study) trips for secondary school students (with an agricultural focus) to selected agricultural producers in the Union, specializing in the production of poultry, pork and beef and / or fish, milk and dairy products, fruits, oils and wine of the highest EU quality EU – in the Czech republic, Slovakia, Austria, Poland, Hungary or Germany – in the number of 3 from the Czech Republic and one from Slovakia (with the total attendance of min. 100 students) and informational seminars again for students of these schools – 4 in the Czech Republic and 1 in Slovakia (with the attendance of 250+ students)

Description of activity:

Activity consists of:

- Four (3+1) educational / study trips to selected agri-producers in the Union for secondary school students (complete trip incl. co-operation with agrarian experts, respectively producers)
- Five (4+1) educational / informational seminars at selected secondary schools (again incl. co-operation with agrarian experts)

Key-message:

European agriculture is a modern and promising sector, producing a wide range of quality products through its up-to-date methods and procedures. Get more information so you can decide whether to become a part of its “the born in the EU” story. www.bornin.eu. Enjoy it's from Europe.

(Link directs consumers to the project web that will provide complete information about the specifics and quality of European agricultural production and its individual products & categories.)

Educational trips and seminars allow to communicate to target group „extended message“ with the most important topics related to aspects and characteristics of European agriculture and its individual products / categories.

Deliverables:

YEAR 1

- 1 educational / study trip for at least 25 students in CZ
- 1 educational / informational seminar for at least 50 students in CZ YEAR 2
- 1 educational / study trip for at least 25 students in CZ
- 2 educational / informational seminar for at least 100 students in CZ+SK (1+1)

YEAR 3

- 2 educational / study trips for at least 25+25 students in CZ+SK (1+1)

- 2 educational / informational seminar for at least 100 students both in CZ

Budget analysis:

Budget-split for the activity:

- Educational trip (cost of travel, accommodation and cooperating specialists / producers) Y1 = 26.500 €
- Educational trip (cost of travel, accommodation and cooperating specialists / producers) Y2 = 31.500 €
- 2 educational trips (cost of travel, accommodation and cooperating specialists / producers) Y3 = 53.000 €
- Educational seminar (cost of organisation, travel and co-operation with agrarian expert) Y1 = 5.000 €
- 2 educational seminars (cost of organisation, travel and co-operation with agrarian expert) Y2 = 10.000 €
- 2 educational seminars (cost of organisation, travel and co-operation with agrarian expert) Y2 = 10.000 €

Total budget for the activity (Y1-Y3):

- Total = 136.000 €, of which:
 - 104.500 € Czech Republic
 - 31.500 € Slovak Republic

Implementation:

Implementing body 1

Graphic illustration:



VI. ONLINE ADVERTISING

Specific objectives:

6 online advertising campaigns on relevant webs with high traffic (thematic focus on women, lifestyle & cooking) - 4 in Czech Republic and 2 in Slovakia

with reach at least 2,5 mio. RU from our target groups (cumulated) – relevant web platforms groups are seznam.cz & zoznam.sk, novinky.cz, idnes.cz, blesk.cz, aktualne.cz, sme.sk and other lifestyle media.

Description of activity:

Activity consists of:

- DTP – production of online ads. (all requested variants – square, rectangle, wide rectangle, full-page advertisement, large mobile banner etc.)
- Media costs of 6 online ads. campaigns

Key message(s):

European agriculture is a modern (up-to-date) sector of the Union economy with traditional, diverse, safe and sustainable production of top-quality and tasty agricultural and food products for all (smart) consumers. Find out more about this products and how they are born in the EU at www.bornin.eu. Enjoy it's from Europe.

(Link directs consumers to the project web that will provide complete information about the specifics and quality of European agricultural production and its individual products & categories.)

Deliverables:

YEAR 1

- DTP
- 1 online ads. campaign CZ with reach > 500.000 RU YEAR

2

- 1 online ads. campaign CZ with reach > 500.000 RU
- 1 online ads. campaign SK with reach > 350.000 RU YEAR

3

- 2 online ads. campaigns CZ with reach > 800.000 RU
- 1 online ads. campaign SK with reach > 350.000 RU

Budget analysis:

Budget-split for the activity:

- DTP = 4.000 €
- Media costs of 1. online ads. campaign in CZ Y1 = 3.500 €
- Media costs of 2. online ads. campaign in CZ Y2 = 4.500 €
- Media costs of 3. online ads. campaign in CZ Y3 = 3.000 €
- Media costs of 4. online ads. campaign in CZ Y3 = 3.000 €
- Media costs of 1. online ads. campaign in SK Y2 = 2.500 €
- Media costs of 1. online ads. campaign in SK Y3 = 2.500 €

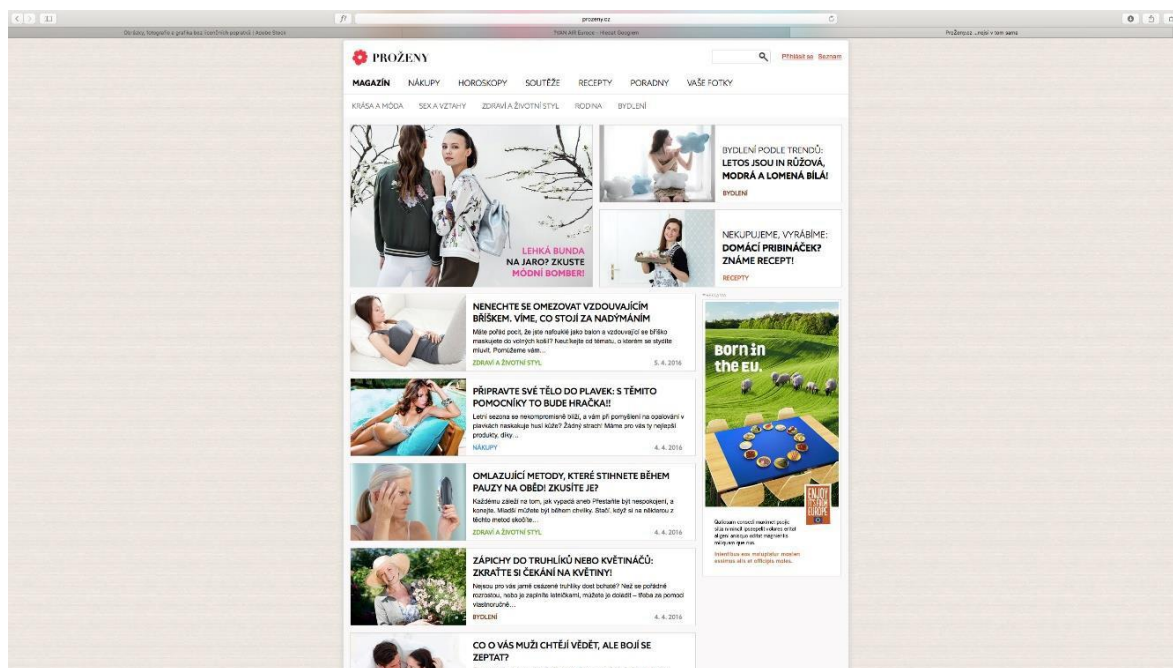
Total budget for the activity (Y1-Y3):

- Total = 23.000 €, of which:
 - 18.000 € Czech Republic
 - 5.000 € Slovak Republic

Implementation:

Implementing body 1

Graphic illustration:



VII. WEB & SOCIAL

Specific objectives:

Production of up-to-date websites in CZ and SK language versions (for both classical and mobile browsers) with interactive content and its regular updates, reaching at least 0,8 mio. visits from both target groups within the project plus project presentation on selected social networks (Facebook & Instagram) also with regular updates

Description of activity:

Activity consists of:

- Complete production of project websites (graphics, programming, debugging) and their regular updates on a weekly basis – CZ www.zrozenoV.eu, SK www.zrodeneV.eu (= translation of www.bornin.eu)
- Creation of project profiles on two social networks – Facebook and Instagram, their regular updates on a daily / weekly basis (depending on situation) and interactive communication with target groups (esp. younger categories and students)



Key-messages:

(1) European agriculture is a modern (up-to-date) sector of the Union economy with traditional, diverse, safe and sustainable production of top-quality and tasty agricultural and food products for all (smart) consumers. Find out more

about this products and how they are born in the EU at www.bornin.eu. Enjoy it's from Europe.

(2) European agriculture offers a diverse range of quality and safe products from which you always choose the best for you and your family. Choose the products born in the EU. www.bornin.eu. Enjoy it's from Europe.

(3) European agriculture is a modern and promising sector, producing a wide range of quality products through its up-to-date methods and procedures. Get more information so you can decide whether to become a part of its “the born in the EU” story. www.bornin.eu. Enjoy it's from Europe.

(Link directs consumers to the project web that will provide complete information about the specifics and quality of European agricultural production and its individual products & categories.)

Web and social platforms allow to communicate to target „complete message“ and all necessary (and detailed) topics related to aspects and characteristics of European agriculture and its individual products / categories.

Deliverables:

YEAR 1

- Production of project websites with at least 60 regular content updates - achieving min. 200,000 web visitors
- Creation of project profiles (Facebook & Instagram) with at least 60 content updates

YEAR 2

- Technical update of project websites with at least 60 regular content updates - achieving min. 300,000 web visitors
- At least 60 updates of project profiles on social networks (Facebook & Instagram)

YEAR 3

- Technical update of project websites with at least 60 regular content updates - achieving min. 300,000 web visitors

- At least 60 updates of project profiles on both social networks (Facebook & Instagram)

Budget analysis:

Budget-split for the activity:

- Production of websites Y1 = 7.500 €
- Website content updates and hosting Y1 = 5.000 €
- Project profiles on social networks and their updates Y1 = 2.500 €
- Technical update of project website and its content regular updates plus hosting Y2 = 3.500 €
- Updates of profiles on social networks Y2 = 2.500 €
- Technical update of project website and its content regular updates plus hosting Y3 = 3.500 €
- Updates of profiles on social networks Y3 = 2.500 €

Total budget for the activity (Y1-Y3):

- Total = 27.000 €, of which:
 - 17.250 € Czech Republic
 - 9.750 € Slovak Republic

Implementation: Implementing body

1

Graphic illustration:



VIII. WEBINARS

Specific objectives:

Production of five online webinars in Czech Republic focusing on selected agricultural topics during the project with a cumulative online attendance of min. 1.000 people

Description of activity:

Activity consists of:

- Production of webinars (using online platform DimDim, GoToWebinar, Webex or similar) with length of 60-75 minutes
- Supplementing of webinar by online survey and shared whiteboards to further increase interactivity and deepening experience
- Recording of throughout webinar and sharing of this video on the selected site (YouTube or Google Video)

Key-messages:

(1) European agriculture is a modern (up-to-date) sector of the Union economy with traditional, diverse, safe and sustainable production of top-quality and tasty agricultural and food products for all (smart) consumers. Find out more about this products and how they are born in the EU at www.bornin.eu. Enjoy it's from Europe.

(2) European agriculture is a modern and promising sector, producing a wide range of quality products through its up-to-date methods and procedures. Get more information so you can decide whether to become a part of its “the born in the EU” story. www.bornin.eu. Enjoy it's from Europe.

(Link directs consumers to the project web that will provide complete information about the specifics and quality of European agricultural production and its individual products & categories.)

Webinars allow to communicate to target „complete message“ and all necessary (and detailed) topics related to aspects and characteristics of European agriculture and its individual products / categories.

Deliverables:

YEAR 1

- One interactive webinar with attendance of min. 150 people YEAR 2
- Two interactive webinars with attendance of min. 200 people each YEAR 3
- Two interactive webinars with attendance of min. 200-250 people each

Budget analysis:

Budget-split for the activity:

- All-inclusive production of one webinar (with survey and recording) Y1 = 5.000 €

- All-inclusive production of two webinars (with surveys and recordings) Y2
= 10.000 €
- All-inclusive production of two webinars (with surveys and recordings) Y2
= 10.000 €

Total budget for the activity (Y1-Y3):

- Total = 25.000 €, of which:
 - 25.000 € Czech Republic
 - 0 € Slovak Republic

Implementation:

Implementing body 1

Graphic illustration:



IX. MERCHANDISE

Specific objectives:

Production of “eco-friendly” promotional merchandise with logo of the project for effective use within other activities (especially activities III. PR / press-office,

IV. contact events and V. trips and seminars) in a total quantity of 45.000 pieces. Merchandise will be produced in Czech Republic and used in both countries.

Description of activity:

Activity consists of:

- Small promotional items with practical character, e.g. cheese scraper, apple slicer, herb scissor etc. (useful in everyday life, relevant to content of the project) count of 40.000 units
- Greater promotional items with educational character, e.g. calendars and/or planners with extended information about European agriculture (useful when learning, relevant to content of the project) count of 4.000 pieces
- Tailor-made promotional items for special occasions, e.g. premium cloth shopping bags in project design promotion the Union and its agriculture and food products of the highest quality (relevant to content of the project) count of 1.000 pieces

Deliverables:

YEAR 1

- Production of small promotional items – 20.000 units
- Production of greater promotional items – 2.000 units
- Production of tailor-made promotional items – 500 units YEAR 2
- Production of small promotional items – 10.000 units
- Production of greater promotional items – 1.000 units
- Production of tailor-made promotional items – 500 units YEAR 3
- Production of small promotional items – 10.000 units
- Production of greater promotional items – 1.000 units

Budget analysis:

Budget-split for the activity:

- Small promo-items (production) Y1 = 20.000 €
- Greater promo-items (production) Y1 = 4.000 €
- Tailor-made promo-items (production) Y1 = 3.500 €
- Small promo-items (production) Y2 = 10.000 €
- Greater promo-items (production) Y2 = 2.000 €
- Tailor-made promo-items (production) Y2 = 3.500 €
- Small promo-items (production) Y3 = 10.000 €
- Greater promo-items (production) Y3 = 2.000 € Total

budget for the activity (Y1-Y3):

- Total = 55.000 €, of which:
 - 55.000 € Czech Republic
 - 0 € Slovak Republic

Implementation:

Implementing body 1

Graphic illustration:



(example of cloth shopping bag – front side in the Union design, back side with project logo & graphics)

Overall timing of activities:

Period:		Activity:								
YEAR	QUARTER	I. TV	II. PRINT	III. PR	IV. CONTACT EVENTS	V. TRIPS & SEMINARS	VI. ONLINE	VII. WEB/SOCIAL	VIII. WEBINARS	IX. MERCHANDISE
Y1	Q1			CZ				CZ		CZ
				SK				SK		
	Q2		CZ	CZ	CZ	CZ		CZ	CZ	
				SK				SK		
	Q3	CZ	CZ	CZ	CZ	CZ		CZ		
		SK	SK	SK				SK		
	Q4			CZ			CZ	CZ		
				SK				SK		
Y2	Q1			CZ				CZ		CZ
				SK				SK		
	Q2	CZ	CZ	CZ	CZ	CZ		CZ	CZ	
				SK		SK		SK		
	Q3			CZ	CZ	CZ	CZ	CZ		
		SK	SK	SK			SK	SK		
	Q4			CZ				CZ	CZ	
				SK				SK		
Y3	Q1			CZ		CZ		CZ		CZ
				SK				SK		
	Q2		CZ	CZ	CZ	CZ	CZ	CZ	CZ	
				SK		SK	SK	SK		
	Q3	CZ	CZ	CZ	CZ	CZ		CZ		
		SK		SK				SK		
	Q4			CZ				CZ	CZ	
				SK				SK		

Extent of communication by media type:

Media:	Communication format:	Extent of communication:
TV	advert	simple / basic message
	sponsorship	simple / basic message
Print	advert	simple / basic message; extended message
PR	PR article	complete message
Contact events	exhibition	extended message
	school event	extended message; complete message
Edu-trips & seminars	edu-trip	extended message
	edu-seminar	extended message; complete message
Online	advert	simple / basic message
Web & social	web	complete message
	social	extended message
Webinars	webinar	extended message; complete message
Merchandise	merchandise	-

Summary of budget for activities according to the target country:

Czech Republic	640.250 €
Slovak Republic	173.250 €

RESUME (6.)

We will implement nine different types of marketing activities during the project with the general budget of € 813.500, of which € 148.000 invested in television advertising, € 119.000 in print advertising, € 171.500 into PR activities, € 109.000 in contact events, € 136.000 in educational trips & seminars, € 23.000 in online advertising, € 27.000 in web & social media, € 25.000 in webinars and € 55.000 in promotional merchandise.

7. Measurement of results and impact indicators

The project will ensure continuous and consistent measurement of project results and impacts both in the Czech Republic and Slovakia.

Increase in the value of the market with agricultural products from the Union in targeted countries by +5 % in the three-year horizon, of which +3,5 % induced by the project (and +1,5 % organic) is set as “economical return”:

Year:	Market value (million €) - estimated	
	(organic)	(with the project)
2017	18.091,9	-
2018	18.159,7	-
2019 (Y1)	18.227,5	18,438,7
2020 (Y2)	18.295,4	18.708,3
2021 (Y3)	18.363,3	18.996,5

Fulfilling of the economic goals will be evaluated at the end of each period of the project (Y1-Y3), according to available official statistical data on the performance of the agricultural market and the share of home produced plus imported products from other countries from the Union.

Increase of awareness of quality and diversity of agricultural products from the Union and specific European agriculture production methods in target groups of the Purposeful & the Clever (64,5% of total population, i.e. 10,25 million inhabitants of the Czech and Slovak republics) by +45 % is set as “informative return”:

Year:	Awareness increase approval (million people from TGs)	
	passed	failed
2015	1,33	8,92
2021	1,93	8,32

The results will be evaluated by the comparison of three new representative surveys (Czech and Slovak population – the Purposeful & Clever, representative samples 800+ respondents, 2015 vs. end of year 2019 / 2020 / 2021, Respond & Co.) that will ask for:

- awareness of the agricultural production in the EU (its diversity / quality / safety / sustainability)
- awareness of nature-friendly production methods (incl. animal welfare) in

European agricultural production

- preference to purchase & consume quality products of European agriculture in comparison to products from other (non-EU) states and regions
- willingness to pay some extra for “EU agriculture quality”

Evaluation of specific objectives for each group of proposed activities

I. TV ADVERTISING

Type of indicator	Indicator	Quantity
Output	Nr. of TV spots aired	180
Result	TRPs (cumulated)	90
Impact	Awareness changed (nr. of people that changed opinion)	(rate 3 % from TRPs) <u>300.000</u>

II. PRINT ADVERTISING

Type of indicator	Indicator	Quantity
Output	Nr. of print adverts	75
Result	TRPs (cumulated)	75
Impact	Awareness changed (nr. of people that changed opinion)	(rate 3 % from TRPs) 250.000

III. PR ACTIVITIES (PRESS OFFICE)

Type of indicator	Indicator	Quantity
Output	Nr. of media outputs and advertorials	540
Result	Number of views	16.900.000
Impact	Awareness changed (nr. of people that changed opinion)	(rate 5% from views) 600.000

IV. AND V. CONTACT EVENTS & EDUCATIONAL TRIPS AND SEMINARS

Type of indicator	Indicator	Quantity
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Output	Nr. of “respondents”	78.000
Result	Interactive contacts	39.000
Impact	Awareness changed (nr. of people that changed opinion)	(rate 10 % from contacts) 3.900

VI. ONLINE ADVERTISING

Type of indicator	Indicator	Quantity
Output	Nr. of impressions	25.000.000
Result	Views / clicks	1.250.000
Impact	Awareness changed (nr. of people that changed opinion)	(rate 1 % from views/clicks) 12.500

VII. WEB & SOCIAL

Type of indicator	Indicator	Quantity
Output	Nr. of visitors	800.000
Result	“Interactivity”	250.000
Impact	Awareness changed (nr. of people that changed opinion)	(rate 10% from “interactivite”) 25.000

VIII. WEBINARS

Type of indicator	Indicator	Quantity
Output	Nr. of persons involved	1.000
Result	“Interactivity”	900
Impact	Awareness changed (nr. of people that changed opinion)	(rate 20% from “interactivity”) 180

IX. MERCHANDISE

(not measured, effect occurs under use within previous activities)

RESUME (7.)

During the project we will carefully monitor both indicators of informative and economical returns of the project through collection and evaluation of official statistical data (market share of agricultural produce from the EU and from countries outside the EU in the Czech Republic and Slovak Republic) and surveys on the increase of awareness of the quality and diversity of agricultural products from the Union with professional partner – research company Respond & Co.

8. Project organisation and management structure

During the implementation of the project, its professional management and execution will be ensured by a team of experienced staff.

Project management tools

Within the project there will be used both tools, defining the exact activities in subsequent periods, as well as tools, summarizing the activities already carried incl. finances and their efficiency.

For each quarter we will compile “Activity plan” incl. the expected budget. The plan will be prepared in close cooperation of proposing organization with implementing and supervisory bodies. This plan will be prepared and approved in advance at least one month before the beginning of each quarter, and will include:

- (a) list of all planned activities
- (b) detailed description of each activity (e.g. for TV sponsoring campaign its dates, scope, specific media used and expected effectiveness)
- (c) cost estimate / budget broken down by planned activities

We will also prepare “Interim evaluation report” for each preceding quarter with detailed summary of drawn funds in a similar structure to “Activity plan” to be able to take the simplest comparison and evaluation.

After the end of each year of the project we will compile “Yearly evaluation report” and annual financial statement, which will be submitted to the supervising body for approval.

Persons responsible for project management

The structure of management and implementation team of proposing organisation:

Project manager – Ing. Jiri Felcarek

The person responsible for project management, coordination of implementing body and communication with the supervising organisation.

Practice and experience:

- agricultural engineer
- almost 20 years of experience in the field of agriculture and marketing
- employed by the Agricultural Chamber of the Czech Republic since 2007 (11 years)
- his job has been to coordinate projects aimed at promotion of milk and dairy products White plus I. and White plus II., co-financed by the EU (a total of 7 years – from 2010 till 2017) and to supervise general promotion and PR activities of the Chamber, other hedged actions are collaborating on promotion projects “KLASA – National Quality” (14 years) and the “Regional food” (9 years)
- he is a member of the Working Group on the issue of food quality scheme in the Czech Republic at the Ministry of Agriculture
- he also ensures cooperation with foreign partners of the Chamber and participate at meetings of COPA COGECA

Project implementer – Ing. Jan Dolezal

This person will be responsible for implementing of parts of the project that are in the responsibility of the proposing organisation, i.e. in particular planning of activities, the visual aspect of the project and the collection and evaluation of data.

Practice and experience:

- agricultural engineer
- 7 years of experience in the field of agriculture and communications
- employed by the Agricultural Chamber of the Czech Republic since 2014 (4 years) for the commodity sector, legislation, studies and analyzes, internal and external communications, rural development and landscape protection etc.
- his job is to cooperate on the external outputs, publications, yearbooks and preparing of media assets
- he is member of the working group of the Ministry of Agriculture to prepare a national framework of the Common Agricultural Policy, Czech agricultural policy and rural development, member of the Commission for the Protection of Animals, a steady partner for communication with the Czech Statistical Office, secretary of sectoral commodity councils for cereals and oilseeds, milk, poppy, pork, beef and pork
- he is also an expert for negotiations with the authorities COPA COCEGA, Farm Europe, DG Agri and others

Project accountant – Ing. Viera Klobouková

The person responsible for financial management and oversight of effective budget absorption.

Practice and experience:

- agricultural engineer
- employee of the Agricultural Chamber of the Czech Republic for 22 years
- provides accounting, financial analysis, management control, projects administration and secure seminars and meetings with partners

Activities carried out in connection with project implementation

Activity	Frequency	Inclusion of relevant organisation		
		proposing organisation	implementing body	supervising body
Implementation and operational communication	daily	●	●	
Operative meetings with the general supervision of the implementation of the project	weekly / biweekly	●	●	
Coordination meetings with detailed monitoring of the implementation of the project incl. disbursement of funds	monthly	●	●	
Quarterly evaluation meetings with the preparation of the interim evaluation report	quarterly	●	●	●
Yearly evaluation meetings with the preparation of the yearly evaluation report	yearly	●	●	●

Guarantee for the implementation of the project on time, under budget and its objectives

Guarantee for correct, on-time and cost-effective project implementation are both PO's experience with flawless implementation of previous promotional projects co-financed from EU funds (promotional programs for milk "White plus I." and "White plus II.") as well as experience and management skills of its employees responsible for this project.

Quality control mechanisms

Quality control is ensured by a clear system of planning and monitoring of implemented activities and close cooperation communications between the proposing organisation and the implementing and supervising bodies. Under this system, there can be no underperformance or shortfall in the planned activities, as this would have been caught in the very beginning and immediately corrected.

Risk management

During implementation of the project there can be expected three basic types of risk:

- the risk of increased activity (promotion, marketing, sales) of competing producers, i.e. importers of agricultural products from countries outside the EU
- the risk of future financial crises leading to stagnation or reduction in consumer spending on agricultural products
- the risk of potential destabilization of the Union, leading to restrictions on the free movement of goods and persons

At present, the probability of these risks is classified as relatively low.

To eliminate the risk in the first paragraph there is planned operational strengthening of activities covered by own budget of proposing organisation,

resp. preparing and submitting of a new project for the promotion of specific threatened commodities of European agricultural production.

Risks arising from the second and third paragraphs can't be prevented and within the project, we could try to suppress their potential impact only (lower decline or low growth instead of stagnation, prevention of the abolition of trade with agricultural products from the Union).

Financial viability and project financing

Agrarian Chamber of the Czech Republic is the largest and most professional organization of farmers and associated industries in the Czech Republic with twenty five years of history. It proves that we are a stable organization, well- established in the agrarian sector. We declare that we have stable and sufficient sources of funding and are able to continue operating during the entire project as well as participate in the financing of the project.

RESUME (8.)

There is ready a number of management tools as part of the project that will guarantee its successful progress. Team of experienced professionals from proposing body will carry-out own activities and continuously monitor all activities of the implementing organization. Risk management will also be implemented to further ensure proper realization of the project and its financing.

9. Additional information

Here we provide detailed information and justification of costs in proposed detailed budget split.

Detailed analysis and justification of costs in proposed budget split

PROJECT COORDINATION

Personal costs of the proposing organisation (Y1 – 42.000 €, Y2 – 42.000 €, Y3 – 42.000 €)

Process of cost calculation – personal costs: 1 person-day = 200 €, 17,5 person- days per month (combination of project manager, implementer and accountant) = 3.500 €, 12 months = 42.000 € per year

Other costs of project coordination

(Y1 – 40.500 €, Y2 – 10.000 €, Y3 – 10.000 €)

Process of cost calculation – subcontracting: implementing body calculation by agency hours (strategy planner, account director, art-director, copy-writer for definition of communication strategy and visual identity) plus additional cost for market researches in Y1, Y2 & Y3 = 40.500 € / 10.000 € / 10.000 €

PUBLIC RELATIONS

Continuous press activities / press-office (Y1 – 44.000 €, Y2 – 40.500 €, Y3 – 49.000 €)

Process of cost calculation – subcontracting: implementing body calculation by agency hours (senior account manager and senior PR manager) plus additional cost for media-projects in Y1, Y2 & Y3 = 44.000 € / 40.500 € / 49.000 €

Press events

(Y1 – 14.000 €, Y2 – 12.000 €, Y3 – 12.000 €)

Process of cost calculation – subcontracting: implementing body calculation by agency hours (senior PR manager and production manager) plus additional cost for press-events Y1, Y2 & Y3 = 14.000 € / 12.000 € / 12.000 €

WEBSITE AND SOCIAL MEDIA

Website setup, updates, maintenance

(Y1 – 12.500 €, Y2 – 3.500 €, Y3 – 3.500 €)

Process of cost calculation – subcontracting: implementing body calculation by agency hours (senior account manager) plus additional cost for web setup, updates and maintenance for Y1, Y2 & Y3 = 12.500 € / 3.500 € / 3.500 €

Social media – setup and posting

(Y1 – 2.500 €, Y2 – 2.500 €, Y3 – 2.500 €)

Process of cost calculation – subcontracting: implementing body calculation by agency hours (social media manager) for Y1, Y2 & Y3 = 2.500 € / 2.500 € / 2.500 €

Other costs of web / social (webinars)

(Y1 – 5.000 €, Y2 – 10.000 €, Y3 – 10.000 €)

Process of cost calculation – subcontracting: implementing body calculation by agency hours (senior account manager) plus additional cost for production of webinars for Y1, Y2 & Y3 = 5.000 € / 10.000 € / 10.000 €

ADVERTISING

Print

(Y1 – 49.000 €, Y2 – 39.000 €, Y3 – 31.000 €)

Process of cost calculation – subcontracting: implementing body calculation by agency hours (DTP operator) plus additional cost for media for Y1, Y2 & Y3 = 49.000 € / 39.000 € / 31.000 €

TV

(Y1 – 38.000 €, Y2 – 55.000 €, Y3 – 55.000 €)

Process of cost calculation – subcontracting: implementing body calculation by agency hours (production manager) plus additional cost for production and media for Y1, Y2 & Y3 = 38.000 € / 55.000 € / 55.000 €

Online

(Y1 – 7.500 €, Y2 – 7.000 €, Y3 – 8.500 €)

Process of cost calculation – subcontracting: implementing body calculation by agency hours (DTP operator) plus additional cost for media for Y1, Y2 & Y3 = 7.500 € / 7.000 € / 8.500 €

COMMUNICATION TOOLS

Publications, media-kits, merchandise

(Y1 – 27.500 €, Y2 – 15.500 €, Y3 – 12.000 €)

Process of cost calculation – subcontracting: implementing body calculation by agency hours (production manager) plus additional cost for merchandise / promotional items purchase for Y1, Y2 & Y3 = 27.500 € / 15.500 € / 12.000 €

EVENTS

Stands at trade fairs

(Y1 – 21.000 €, Y2 – 21.000 €, Y3 – 21.000 €)

Process of cost calculation – subcontracting: complete cost of presentation at trade fair (stand, logistics, personal, tastings, competitions) for Y1, Y2 & Y3 =

21.000 € per year

Seminars, workshops, trainings

(Y1 – 5.000 €, Y2 – 10.000 €, Y3 – 10.000 €)

Process of cost calculation – subcontracting: complete cost of seminars production for Y1, Y2 & Y3 = 5.000 € / 10.000 € / 10.000 €

Study trips to Europe

(Y1 – 26.500 €, Y2 – 31.500 €, Y3 – 53.000 €)

Process of cost calculation – subcontracting: complete cost of production of study trips for Y1, Y2 & Y3 = 26.500 € / 31.500 € / 53.000 €

Other events – contact events at secondary schools (Y1 – 14.000 €, Y2 – 16.000 €, Y3 – 16.000 €)

Process of cost calculation – subcontracting: complete cost of contact events production for Y1, Y2 & Y3 = 14.000 € / 16.000 € / 16.000 €

EVALUATION OF RESULTS

Evaluation of results

(Y1 – 5.500 €, Y2 – 5.500 €, Y3 – 5.500 €)

Process of cost calculation – subcontracting: implementing body calculation by agency hours in Y1, Y2 & Y3 (account director, senior account manager and data-miner) = 5.500 € per year

OTHER EGLIBLE COSTS

Other eglible costs of POs (audits, costs of pre-financing etc.) (Y1 – 14.500 €, Y2 – 12.000 €, Y3 – 12.000 €)

Process of cost calculation – other direct costs: cost of pre-financing / securing of bank guarantee for Y1, Y2 & Y3 = 14.500 € / 12.000 € / 12.000 €

Section 7:

Language EN

Detailed Budget Table

Acronym BIEUCZSK

ID Proposal SEP-210511212

Headings	Years	A. Direct personnel costs	B. Direct cost of subcontracting	C. Other direct costs	TOTAL
1. Project coordination					
Personnel cost of the proposing organisation(s)					
	Year 1	36 000.00	0.00	0.00	36 000.00
	Year 2	36 000.00	0.00	0.00	36 000.00
	Year 3	36 000.00	0.00	0.00	36 000.00
Other costs of project coordination					
	Year 1	10 000.00	25 500.00	0.00	35 500.00
	Year 2	3 500.00	18 000.00	0.00	21 500.00
	Year 3	3 500.00	18 000.00	0.00	21 500.00
TOTAL		125 000.00	61 500.00	0.00	186 500.00
2. Public relations					
Continuous PR activities (PR office)					
	Year 1	0.00	44 000.00	0.00	44 000.00
	Year 2	0.00	40 500.00	0.00	40 500.00
	Year 3	0.00	49 000.00	0.00	49 000.00
Press events					
	Year 1	0.00	14 000.00	0.00	14 000.00
	Year 2	0.00	12 000.00	0.00	12 000.00
	Year 3	0.00	12 000.00	0.00	12 000.00
TOTAL		0.00	171 500.00	0.00	171 500.00

Headings	Years	A. Direct personnel costs	B. Direct cost of subcontracting	C. Other direct costs	TOTAL
3. Website, social media					
Website setup, updating, maintenance					
	Year 1	0.00	12 500.00	0.00	12 500.00
	Year 2	0.00	3 500.00	0.00	3 500.00
	Year 3	0.00	3 500.00	0.00	3 500.00
Social media (Accounts setup, regular posting)					
	Year 1	0.00	2 500.00	0.00	2 500.00
	Year 2	0.00	2 500.00	0.00	2 500.00
	Year 3	0.00	2 500.00	0.00	2 500.00
Other (mobile apps, e-learning platforms, webinars, etc.)					
	Year 1	0.00	5 000.00	0.00	5 000.00
	Year 2	0.00	10 000.00	0.00	10 000.00
	Year 3	0.00	10 000.00	0.00	10 000.00
TOTAL		0.00	52 000.00	0.00	52 000.00
4. Advertising					
Print					
	Year 1	0.00	49 000.00	0.00	49 000.00
	Year 2	0.00	39 000.00	0.00	39 000.00
	Year 3	0.00	31 000.00	0.00	31 000.00
TV					
	Year 1	0.00	38 000.00	0.00	38 000.00
	Year 2	0.00	55 000.00	0.00	55 000.00
	Year 3	0.00	55 000.00	0.00	55 000.00
Radio					
	Year 1	0.00	0.00	0.00	0.00
	Year 2	0.00	0.00	0.00	0.00
	Year 3	0.00	0.00	0.00	0.00
Online					
	Year 1	0.00	7 500.00	0.00	7 500.00
	Year 2	0.00	7 000.00	0.00	7 000.00
	Year 3	0.00	8 500.00	0.00	8 500.00
Outdoor, cinema					
	Year 1	0.00	0.00	0.00	0.00
	Year 2	0.00	0.00	0.00	0.00
	Year 3	0.00	0.00	0.00	0.00
TOTAL		0.00	290 000.00	0.00	290 000.00
5. Communication tools					
Publications, media kits, promotional merchandise					
	Year 1	0.00	27 500.00	0.00	27 500.00
	Year 2	0.00	15 500.00	0.00	15 500.00
	Year 3	0.00	12 000.00	0.00	12 000.00
Promotional videos					
	Year 1	0.00	0.00	0.00	0.00
	Year 2	0.00	0.00	0.00	0.00
	Year 3	0.00	0.00	0.00	0.00
TOTAL		0.00	55 000.00	0.00	55 000.00

Headings	Years	A. Direct personnel costs	B. Direct cost of subcontracting	C. Other direct costs	TOTAL
7. Events					
Stands at trade fairs					
	Year 1	0.00	21 000.00	0.00	21 000.00
	Year 2	0.00	21 000.00	0.00	21 000.00
	Year 3	0.00	21 000.00	0.00	21 000.00
Seminars, workshops, B2B meetings, trainings for trade/cooks, activities in schools					
	Year 1	0.00	5 000.00	0.00	5 000.00
	Year 2	0.00	10 000.00	0.00	10 000.00
	Year 3	0.00	10 000.00	0.00	10 000.00
Restaurant weeks					
	Year 1	0.00	0.00	0.00	0.00
	Year 2	0.00	0.00	0.00	0.00
	Year 3	0.00	0.00	0.00	0.00
Sponsorship of events					
	Year 1	0.00	0.00	0.00	0.00
	Year 2	0.00	0.00	0.00	0.00
	Year 3	0.00	0.00	0.00	0.00
Study trips to Europe					
	Year 1	0.00	26 500.00	0.00	26 500.00
	Year 2	0.00	31 500.00	0.00	31 500.00
	Year 3	0.00	53 000.00	0.00	53 000.00
Other events					
	Year 1	0.00	14 000.00	0.00	14 000.00
	Year 2	0.00	16 000.00	0.00	16 000.00
	Year 3	0.00	16 000.00	0.00	16 000.00
TOTAL		0.00	245 000.00	0.00	245 000.00
7. Point-of-sale (POS) promotion					
Tasting days					
	Year 1	0.00	0.00	0.00	0.00
	Year 2	0.00	0.00	0.00	0.00
	Year 3	0.00	0.00	0.00	0.00
Other: promotion in retailers' publications, POS advertising (shelf talkers, posters, etc.), promotion in canteens					
	Year 1	0.00	0.00	0.00	0.00
	Year 2	0.00	0.00	0.00	0.00
	Year 3	0.00	0.00	0.00	0.00
TOTAL		0.00	0.00	0.00	0.00
8. Other activities					
Other activities					
	Year 1	0.00	0.00	0.00	0.00
	Year 2	0.00	0.00	0.00	0.00
	Year 3	0.00	0.00	0.00	0.00
TOTAL		0.00	0.00	0.00	0.00
9. Evaluation of results					
Evaluation of results					
	Year 1	0.00	5 500.00	0.00	5 500.00
	Year 2	0.00	5 500.00	0.00	5 500.00
	Year 3	0.00	5 500.00	0.00	5 500.00
TOTAL		0.00	16 500.00	0.00	16 500.00

Headings	Years	A. Direct personnel costs	B. Direct cost of subcontracting	C. Other direct costs	TOTAL
Other eligible costs of PO					
Other eligible costs of PO (audit certificates, guarantee for prefinancing, non recoverable VAT)					
	Year 1	0.00	0.00	14 500.00	14 500.00
	Year 2	0.00	0.00	12 000.00	12 000.00
	Year 3	0.00	0.00	12 000.00	12 000.00
TOTAL		0.00	0.00	38 500.00	38 500.00
Total all headings	Year 1	46 000.00	297 500.00	14 500.00	358 000.00
Total all headings	Year 2	39 500.00	287 000.00	12 000.00	338 500.00
Total all headings	Year 3	39 500.00	307 000.00	12 000.00	358 500.00
SUBTOTAL		125 000.00	891 500.00	38 500.00	1 055 000.00
Indirect costs of POs (max. 4 % of direct personnel costs of POs)		5 000.00			
GRAND TOTAL		130 000.00	891 500.00	38 500.00	1 060 000.00

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Section 8:

Project organisation and management structure

Project management tools

Within the project there will be used both tools, defining the exact activities in subsequent periods, as well as tools, summarizing the activities already carried incl. finances and their efficiency.

For each quarter we will compile “Activity plan” incl. the expected budget. The plan will be prepared in close cooperation of proposing organization with implementing and supervisory bodies. This plan will be prepared and approved in advance at least one month before the beginning of each quarter, and will include:

- (a) list of all planned activities
- (b) detailed description of each activity (e.g. for TV sponsoring campaign its dates, scope, specific media used and expected effectiveness)
- (c) cost estimate / budget broken down by planned activities

We will also prepare “Interim evaluation report” for each preceding quarter with detailed summary of drawn funds in a similar structure to “Activity plan” to be able to take the simplest comparison and evaluation.

After the end of each year of the project we will compile “Yearly evaluation report” and annual financial statement, which will be submitted to the supervising body for approval.

Persons responsible for project management

The structure of management and implementation team of proposing organisation:

Project manager – Ing. Jiri Felcarek

The person responsible for project management, coordination of implementing body and communication with the supervising organisation.

Practice and experience:

- agricultural engineer

- almost 20 years of experience in the field of agriculture and marketing
- employed by the Agricultural Chamber of the Czech Republic since 2007 (11 years)
- his job has been to coordinate projects aimed at promotion of milk and dairy products White plus I. and White plus II., co-financed by the EU (a total of 7 years – from 2010 till 2017) and to supervise general promotion and PR activities of the Chamber, other hedged actions are collaborating on promotion projects “KLASA – National Quality” (14 years) and the “Regional food” (9 years)
- he is a member of the Working Group on the issue of food quality scheme in the Czech Republic at the Ministry of Agriculture
- he also ensures cooperation with foreign partners of the Chamber and participate at meetings of COPA COGECA

Project implementer – Ing. Jan Dolezal

This person will be responsible for implementing of parts of the project that are in the responsibility of the proposing organisation, i.e. in particular planning of activities, the visual aspect of the project and the collection and evaluation of data.

Practice and experience:

- agricultural engineer
- 7 years of experience in the field of agriculture and communications
- employed by the Agricultural Chamber of the Czech Republic since 2014 (4 years) for the commodity sector, legislation, studies and analyzes, internal and external communications, rural development and landscape protection etc.
- his job is to cooperate on the external outputs, publications, yearbooks and preparing of media assets
- he is member of the working group of the Ministry of Agriculture to prepare a national framework of the Common Agricultural Policy, Czech agricultural policy and rural development, member of the Commission for the Protection of Animals, a steady partner for communication with the Czech Statistical Office, secretary of sectoral commodity councils for cereals and oilseeds, milk, poppy, pork, beef and pork

- he is also an expert for negotiations with the authorities COPA COCEGA, Farm Europe, DG Agri and others

Project accountant – Ing. Viera Klobouková

The person responsible for financial management and oversight of effective budget absorption.

Practice and experience:

- agricultural engineer
- employee of the Agricultural Chamber of the Czech Republic for 22 years
- provides accounting, financial analysis, management control, projects administration and secure seminars and meetings with partners

Activities carried out in connection with project implementation

Activity	Frequency	Inclusion of relevant organisation		
		proposing organisation	implementing body	supervising body
Implementation and operational communication	daily	●	●	
Operative meetings with the general supervision of the implementation of the project	weekly / biweekly	●	●	
Coordination meetings with detailed monitoring of the implementation of the project incl.	monthly	●	●	

disbursement of funds				
Quarterly evaluation meetings with the preparation of the interim evaluation report	quarterly	●	●	●
Yearly evaluation meetings with the preparation of the yearly evaluation report	yearly	●	●	●

Guarantee for the implementation of the project on time, under budget and its objectives

Guarantee for correct, on-time and cost-effective project implementation are both PO's experience with flawless implementation of previous promotional projects co-financed from EU funds (promotional programs for milk "White plus I." and "White plus II.") as well as experience and management skills of its employees responsible for this project.

Quality control mechanisms

Quality control is ensured by a clear system of planning and monitoring of implemented activities and close cooperation communications between the proposing organisation and the implementing and supervising bodies. Under this system, there can be no underperformance or shortfall in the planned activities, as this would have been caught in the very beginning and immediately corrected.

Risk management

During implementation of the project there can be expected three basic types of risk:

- the risk of increased activity (promotion, marketing, sales) of competing producers, i.e. importers of agricultural products from countries outside the EU
- the risk of future financial crises leading to stagnation or reduction in consumer spending on agricultural products
- the risk of potential destabilization of the Union, leading to restrictions on the free movement of goods and persons

At present, the probability of these risks is classified as relatively low.

To eliminate the risk in the first paragraph there is planned operational strengthening of activities covered by own budget of proposing organisation, resp. preparing and submitting of a new project for the promotion of specific threatened commodities of European agricultural production.

Risks arising from the second and third paragraphs can 't be prevented and within the project, we could try to suppress their potential impact only (lower decline or low growth instead of stagnation, prevention of the abolition of trade with agricultural products from the Union).

Financial viability and project financing

Agrarian Chamber of the Czech Republic is the largest and most professional organization of farmers and associated industries in the Czech Republic with twenty five years of history. It proves that we are a stable organization, well- established in the agrarian sector. We declare that we have stable and sufficient sources of funding and are able to continue operating during the entire project as well as participate in the financing of the project.

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PART B (TECHNICAL CONTENT):

9. Additional information

Here we provide detailed information and justification of costs in proposed detailed budget split.

Detailed analysis and justification of costs in proposed budget split

PROJECT COORDINATION

Personal costs of the proposing organisation

(Y1 – 36.000 €, Y2 – 36.000 €, Y3 – 36.000 €)

Process of cost calculation – personal costs: 1 person-day = 200 €, 15 person-days per month = 3.000 € per month / 36.000 € per year

PROJECT STRATEGY

Personal costs of the proposing organisation

(Y1 – 10.000 €, Y2 – 3.500 €, Y3 – 3.500 €)

Process of cost calculation – personal costs: 1 person-day = 200 €, 50 person-days per Y1 and 17,5 per Y2 + Y3 = 10.000 € / 3.500 € / 3.500 € per year

Other costs of project strategy definition

(Y1 – 25.500 €, Y2 – 18.000 €, Y3 – 18.000 €)

Process of cost calculation – subcontracting: implementing body calculation by agency hours (strategy planner, account director, art-director, copy-writer for definition of communication strategy and visual identity) plus additional cost for market researches in Y1, Y2 & Y3 = 25.500 € / 18.000 € / 18.000 €

PUBLIC RELATIONS

Continuous press activities / press-office

(Y1 – 44.000 €, Y2 – 40.500 €, Y3 – 49.000 €)

Process of cost calculation – subcontracting: implementing body calculation by agency hours (senior account manager and senior PR manager) plus additional cost for media-projects in Y1, Y2 & Y3 = 44.000 € / 40.500 € / 49.000 €

Press events

(Y1 – 14.000 €, Y2 – 12.000 €, Y3 – 12.000 €)

Process of cost calculation – subcontracting: implementing body calculation by agency hours (senior PR manager and production manager) plus additional cost for press-events Y1, Y2 & Y3 = 14.000 € / 12.000 € / 12.000 €

WEBSITE AND SOCIAL MEDIA

Website setup, updates, maintenance

(Y1 – 12.500 €, Y2 – 3.500 €, Y3 – 3.500 €)

Process of cost calculation – subcontracting: implementing body calculation by agency hours (senior account manager) plus additional cost for web setup, updates and maintenance for Y1, Y2 & Y3 = 12.500 € / 3.500 € / 3.500 €

Social media – setup and posting

(Y1 – 2.500 €, Y2 – 2.500 €, Y3 – 2.500 €)

Process of cost calculation – subcontracting: implementing body calculation by agency hours (social media manager) for Y1, Y2 & Y3 = 2.500 € / 2.500 € / 2.500 €

Other costs of web / social (webinars)

(Y1 – 5.000 €, Y2 – 10.000 €, Y3 – 10.000 €)

Process of cost calculation – subcontracting: implementing body calculation by agency hours (senior account manager) plus additional cost for production of webinars for Y1, Y2 & Y3 = 5.000 € / 10.000 € / 10.000 €

ADVERTISING

Print

(Y1 – 49.000 €, Y2 – 39.000 €, Y3 – 31.000 €)

Process of cost calculation – subcontracting: implementing body calculation by agency hours (DTP operator) plus additional cost for media for Y1, Y2 & Y3 = 49.000 € / 39.000 € / 31.000 €

TV

(Y1 – 38.000 €, Y2 – 55.000 €, Y3 – 55.000 €)

Process of cost calculation – subcontracting: implementing body calculation by agency hours (production manager) plus additional cost for production and media for Y1, Y2 & Y3 = 38.000 € / 55.000 € / 55.000 €

Online

(Y1 – 7.500 €, Y2 – 7.000 €, Y3 – 8.500 €)

Process of cost calculation – subcontracting: implementing body calculation by agency hours (DTP operator) plus additional cost for media for Y1, Y2 & Y3 = 7.500 € / 7.000 € / 8.500 €

COMMUNICATION TOOLS

Publications, media-kits, merchandise

(Y1 – 27.500 €, Y2 – 15.500 €, Y3 – 12.000 €)

Process of cost calculation – subcontracting: implementing body calculation by agency hours (production manager) plus additional cost for merchandise / promotional items purchase for Y1, Y2 & Y3 = 27.500 € / 15.500 € / 12.000 €

EVENTS

Stands at trade fairs

(Y1 – 21.000 €, Y2 – 21.000 €, Y3 – 21.000 €)

Process of cost calculation – subcontracting: complete cost of presentation at trade fair (stand, logistics, personal, tastings, competitions) for Y1, Y2 & Y3 = 21.000 € per year

Seminars, workshops, trainings

(Y1 – 5.000 €, Y2 – 10.000 €, Y3 – 10.000 €)

Process of cost calculation – subcontracting: complete cost of seminars production for Y1, Y2 & Y3 = 5.000 € / 10.000 € / 10.000 €

Study trips to Europe

(Y1 – 26.500 €, Y2 – 31.500 €, Y3 – 53.000 €)

Process of cost calculation – subcontracting: complete cost of production of study trips for Y1, Y2 & Y3 = 26.500 € / 31.500 € / 53.000 €

Other events – contact events at secondary schools

(Y1 – 14.000 €, Y2 – 16.000 €, Y3 – 16.000 €)

Process of cost calculation – subcontracting: complete cost of contact events production for Y1, Y2 & Y3 = 14.000 € / 16.000 € / 16.000 €

EVALUATION OF RESULTS

Evaluation of results

(Y1 – 5.500 €, Y2 – 5.500 €, Y3 – 5.500 €)

Process of cost calculation – subcontracting: implementing body calculation by agency hours in Y1, Y2 & Y3 (account director, senior account manager and data-miner) = 5.500 € per year

OTHER ELEGIBLE COSTS

Other eligible costs of POs (audits, costs of pre-financing etc.)

(Y1 – 14.500 €, Y2 – 12.000 €, Y3 – 12.000 €)

Process of cost calculation – other direct costs: cost of pre-financing / securing of bank guarantee for Y1, Y2 & Y3 = 14.500 € / 12.000 € / 12.000 €

ROZPOČET PROGRAMU

No	Participant	Country	(A) Direct personnel costs / €	(B) Direct costs of subcontracting / €	(C) Other direct costs / €	(D) Indirect costs (4% on A) / €	Total costs / €	Reimbursement rate (%) ¹	Maximum EU contribution / €	Requested Grant ^{2,3} / €	Income generated by the action / €
			(a)	(b)	(c)	(d) = 0.04 * (a)	(e) = (a)+(b)+(c)+(d)	(f)	(g) = (e)*(f)	(h)	(i)
1	Agrární Komora České republiky	CZ	125000,00	891500,00	38500,00	5000,00	1060000,00	70	742000,00	742000,00	0,00
Total			125000,00	891500,00	38500,00	5000,00	1060000,00		742000,00	742000,00	0,00

DETAILNÍ ROZPOČET PROGRAMU

Language

EN

Detailed Budget Table

Acronym BIEUCZSK

ID Proposal SEP-210511212

Headings	Years	A. Direct personnel costs	B. Direct cost of subcontracting	C. Other direct costs	TOTAL
1. Project coordination					
Personnel cost of the proposing organisation(s)					
	Year 1	36 000.00	0.00	0.00	36 000.00
	Year 2	36 000.00	0.00	0.00	36 000.00
	Year 3	36 000.00	0.00	0.00	36 000.00
Other costs of project coordination					
	Year 1	10 000.00	25 500.00	0.00	35 500.00
	Year 2	3 500.00	18 000.00	0.00	21 500.00
	Year 3	3 500.00	18 000.00	0.00	21 500.00
TOTAL		125 000.00	61 500.00	0.00	186 500.00
2. Public relations					
Continuous PR activities (PR office)					
	Year 1	0.00	44 000.00	0.00	44 000.00
	Year 2	0.00	40 500.00	0.00	40 500.00
	Year 3	0.00	49 000.00	0.00	49 000.00
Press events					
	Year 1	0.00	14 000.00	0.00	14 000.00
	Year 2	0.00	12 000.00	0.00	12 000.00
	Year 3	0.00	12 000.00	0.00	12 000.00
TOTAL		0.00	171 500.00	0.00	171 500.00

Headings	Years	A. Direct personnel costs	B. Direct cost of subcontracting	C. Other direct costs	TOTAL
3. Website, social media					
Website setup, updating, maintenance					
	Year 1	0.00	12 500.00	0.00	12 500.00
	Year 2	0.00	3 500.00	0.00	3 500.00
	Year 3	0.00	3 500.00	0.00	3 500.00
Social media (Accounts setup, regular posting)					
	Year 1	0.00	2 500.00	0.00	2 500.00
	Year 2	0.00	2 500.00	0.00	2 500.00
	Year 3	0.00	2 500.00	0.00	2 500.00
Other (mobile apps, e-learning platforms, webinars, etc.)					
	Year 1	0.00	5 000.00	0.00	5 000.00
	Year 2	0.00	10 000.00	0.00	10 000.00
	Year 3	0.00	10 000.00	0.00	10 000.00
TOTAL		0.00	52 000.00	0.00	52 000.00
4. Advertising					
Print					
	Year 1	0.00	49 000.00	0.00	49 000.00
	Year 2	0.00	39 000.00	0.00	39 000.00
	Year 3	0.00	31 000.00	0.00	31 000.00
TV					
	Year 1	0.00	38 000.00	0.00	38 000.00
	Year 2	0.00	55 000.00	0.00	55 000.00
	Year 3	0.00	55 000.00	0.00	55 000.00
Radio					
	Year 1	0.00	0.00	0.00	0.00
	Year 2	0.00	0.00	0.00	0.00
	Year 3	0.00	0.00	0.00	0.00
Online					
	Year 1	0.00	7 500.00	0.00	7 500.00
	Year 2	0.00	7 000.00	0.00	7 000.00
	Year 3	0.00	8 500.00	0.00	8 500.00
Outdoor, cinema					
	Year 1	0.00	0.00	0.00	0.00
	Year 2	0.00	0.00	0.00	0.00
	Year 3	0.00	0.00	0.00	0.00
TOTAL		0.00	290 000.00	0.00	290 000.00
5. Communication tools					
Publications, media kits, promotional merchandise					
	Year 1	0.00	27 500.00	0.00	27 500.00
	Year 2	0.00	15 500.00	0.00	15 500.00
	Year 3	0.00	12 000.00	0.00	12 000.00
Promotional videos					
	Year 1	0.00	0.00	0.00	0.00
	Year 2	0.00	0.00	0.00	0.00
	Year 3	0.00	0.00	0.00	0.00
TOTAL		0.00	55 000.00	0.00	55 000.00

Headings	Years	A. Direct personnel costs	B. Direct cost of subcontracting	C. Other direct costs	TOTAL
7. Events					
Stands at trade fairs					
	Year 1	0.00	21 000.00	0.00	21 000.00
	Year 2	0.00	21 000.00	0.00	21 000.00
	Year 3	0.00	21 000.00	0.00	21 000.00
Seminars, workshops, B2B meetings, trainings for trade/cooks, activities in schools					
	Year 1	0.00	5 000.00	0.00	5 000.00
	Year 2	0.00	10 000.00	0.00	10 000.00
	Year 3	0.00	10 000.00	0.00	10 000.00
Restaurant weeks					
	Year 1	0.00	0.00	0.00	0.00
	Year 2	0.00	0.00	0.00	0.00
	Year 3	0.00	0.00	0.00	0.00
Sponsorship of events					
	Year 1	0.00	0.00	0.00	0.00
	Year 2	0.00	0.00	0.00	0.00
	Year 3	0.00	0.00	0.00	0.00
Study trips to Europe					
	Year 1	0.00	26 500.00	0.00	26 500.00
	Year 2	0.00	31 500.00	0.00	31 500.00
	Year 3	0.00	53 000.00	0.00	53 000.00
Other events					
	Year 1	0.00	14 000.00	0.00	14 000.00
	Year 2	0.00	16 000.00	0.00	16 000.00
	Year 3	0.00	16 000.00	0.00	16 000.00
TOTAL		0.00	245 000.00	0.00	245 000.00
7. Point-of-sale (POS) promotion					
Tasting days					
	Year 1	0.00	0.00	0.00	0.00
	Year 2	0.00	0.00	0.00	0.00
	Year 3	0.00	0.00	0.00	0.00
Other: promotion in retailers' publications, POS advertising (shelf talkers, posters, etc.), promotion in canteens					
	Year 1	0.00	0.00	0.00	0.00
	Year 2	0.00	0.00	0.00	0.00
	Year 3	0.00	0.00	0.00	0.00
TOTAL		0.00	0.00	0.00	0.00
8. Other activities					
Other activities					
	Year 1	0.00	0.00	0.00	0.00
	Year 2	0.00	0.00	0.00	0.00
	Year 3	0.00	0.00	0.00	0.00
TOTAL		0.00	0.00	0.00	0.00
9. Evaluation of results					
Evaluation of results					
	Year 1	0.00	5 500.00	0.00	5 500.00
	Year 2	0.00	5 500.00	0.00	5 500.00
	Year 3	0.00	5 500.00	0.00	5 500.00
TOTAL		0.00	16 500.00	0.00	16 500.00

Headings	Years	A. Direct personnel costs	B. Direct cost of subcontracting	C. Other direct costs	TOTAL
Other eligible costs of PO					
Other eligible costs of PO (audit certificates, guarantee for prefinancing, non recoverable VAT)					
	Year 1	0.00	0.00	14 500.00	14 500.00
	Year 2	0.00	0.00	12 000.00	12 000.00
	Year 3	0.00	0.00	12 000.00	12 000.00
TOTAL		0.00	0.00	38 500.00	38 500.00
Total all headings	Year 1	46 000.00	297 500.00	14 500.00	358 000.00
Total all headings	Year 2	39 500.00	287 000.00	12 000.00	338 500.00
Total all headings	Year 3	39 500.00	307 000.00	12 000.00	358 500.00
SUBTOTAL		125 000.00	891 500.00	38 500.00	1 055 000.00
Indirect costs of POs (max. 4 % of direct personnel costs of POs)		5 000.00			
GRAND TOTAL		130 000.00	891 500.00	38 500.00	1 060 000.00

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DETAILED BUDGET TABLE					
Language:	ENGLISH				
Acronym:	BIEUCZSK				
ID proposal:	-				
Headings:	Years:	A. Direct personal costs:	B. Direct costs of subcontracting:	C. Other direct costs:	Total costs:
1. PROJECT COORDINATION					
Personal costs of the proposing organisation					
	YEAR 1	36 000 €	0 €	0 €	36 000 €
	YEAR 2	36 000 €	0 €	0 €	36 000 €
	YEAR 3	36 000 €	0 €	0 €	36 000 €
Other costs of project coordination					
	YEAR 1	0 €	0 €	0 €	0 €
	YEAR 2	0 €	0 €	0 €	0 €
	YEAR 3	0 €	0 €	0 €	0 €
TOTAL 1.		108 000 €	0 €	0 €	108 000 €
2. STRATEGY					
Definiton of communication strategy					
	YEAR 1	5 500 €	7 000 €	0 €	12 500 €
	YEAR 2	1 000 €	2 500 €	0 €	3 500 €
	YEAR 3	1 000 €	2 500 €	0 €	3 500 €
Definiton of project's visual identity					
	YEAR 1	3 000 €	15 000 €	0 €	18 000 €
	YEAR 2	1 000 €	12 000 €	0 €	13 000 €
	YEAR 3	1 000 €	12 000 €	0 €	13 000 €
Market research					
	YEAR 1	1 500 €	3 500 €	0 €	5 000 €
	YEAR 2	1 500 €	3 500 €	0 €	5 000 €
	YEAR 3	1 500 €	3 500 €	0 €	5 000 €
Other costs of definition of strategy					
	YEAR 1	0 €	0 €	0 €	0 €
	YEAR 2	0 €	0 €	0 €	0 €
	YEAR 3	0 €	0 €	0 €	0 €
TOTAL 2.		17 000 €	61 500 €	0 €	78 500 €

108 000 €

78 500 € 123 000 €

3. PUBLIC RELATIONS					
Continuous press activities (press-office)					
	YEAR 1	0 €	44 000 €	0 €	44 000 €
	YEAR 2	0 €	40 500 €	0 €	40 500 €
	YEAR 3	0 €	49 000 €	0 €	49 000 €
Press events					
	YEAR 1	0 €	14 000 €	0 €	14 000 €
	YEAR 2	0 €	12 000 €	0 €	12 000 €
	YEAR 3	0 €	12 000 €	0 €	12 000 €
TOTAL 3.		0 €	171 500 €	0 €	171 500 €
4. WEBSITE AND SOCIAL MEDIA					
Website setup, updates, maintenance					
	YEAR 1	0 €	12 500 €	0 €	12 500 €
	YEAR 2	0 €	3 500 €	0 €	3 500 €
	YEAR 3	0 €	3 500 €	0 €	3 500 €
Social media - setup and posting					
	YEAR 1	0 €	2 500 €	0 €	2 500 €
	YEAR 2	0 €	2 500 €	0 €	2 500 €
	YEAR 3	0 €	2 500 €	0 €	2 500 €
Other costs of web / social (webinars, e-apps etc.)					
	YEAR 1	0 €	5 000 €	0 €	5 000 €
	YEAR 2	0 €	10 000 €	0 €	10 000 €
	YEAR 3	0 €	10 000 €	0 €	10 000 €
TOTAL 4.		0 €	52 000 €	0 €	52 000 €
5. ADVERTISING					
TV					
	YEAR 1	0 €	38 000 €	0 €	38 000 €
	YEAR 2	0 €	55 000 €	0 €	55 000 €
	YEAR 3	0 €	55 000 €	0 €	55 000 €
Print					
	YEAR 1	0 €	49 000 €	0 €	49 000 €
	YEAR 2	0 €	39 000 €	0 €	39 000 €
	YEAR 3	0 €	31 000 €	0 €	31 000 €
Radio					
	YEAR 1	0 €	0 €	0 €	0 €

171 500 €

52 000 €

	YEAR 2	0 €	0 €	0 €	0 €
	YEAR 3	0 €	0 €	0 €	0 €
Online					
	YEAR 1	0 €	7 500 €	0 €	7 500 €
	YEAR 2	0 €	7 000 €	0 €	7 000 €
	YEAR 3	0 €	8 500 €	0 €	8 500 €
Outdoor, cinema					
	YEAR 1	0 €	0 €	0 €	0 €
	YEAR 2	0 €	0 €	0 €	0 €
	YEAR 3	0 €	0 €	0 €	0 €
TOTAL 5.		0 €	290 000 €	0 €	290 000 €
6. COMMUNICATION TOOLS					
Publications, media-kits, merchandise					
	YEAR 1	0 €	27 500 €	0 €	27 500 €
	YEAR 2	0 €	15 500 €	0 €	15 500 €
	YEAR 3	0 €	12 000 €	0 €	12 000 €
Promotional videos					
	YEAR 1	0 €	0 €	0 €	0 €
	YEAR 2	0 €	0 €	0 €	0 €
	YEAR 3	0 €	0 €	0 €	0 €
TOTAL 6.		0 €	55 000 €	0 €	55 000 €
7. EVENTS					
Stands at trade fairs					
	YEAR 1	0 €	21 000 €	0 €	21 000 €
	YEAR 2	0 €	21 000 €	0 €	21 000 €
	YEAR 3	0 €	21 000 €	0 €	21 000 €
Seminars, workshops, trainings					
	YEAR 1	0 €	5 000 €	0 €	5 000 €
	YEAR 2	0 €	10 000 €	0 €	10 000 €
	YEAR 3	0 €	10 000 €	0 €	10 000 €
Restaurant weeks					
	YEAR 1	0 €	0 €	0 €	0 €
	YEAR 2	0 €	0 €	0 €	0 €
	YEAR 3	0 €	0 €	0 €	0 €

290 000 €

55 000 €

Sponsorship of events					
	YEAR 1	0 €	0 €	0 €	0 €
	YEAR 2	0 €	0 €	0 €	0 €
	YEAR 3	0 €	0 €	0 €	0 €
Study trips to Europe					
	YEAR 1	0 €	26 500 €	0 €	26 500 €
	YEAR 2	0 €	31 500 €	0 €	31 500 €
	YEAR 3	0 €	53 000 €	0 €	53 000 €
Other events - contact events at secondary schools					
	YEAR 1	0 €	14 000 €	0 €	14 000 €
	YEAR 2	0 €	16 000 €	0 €	16 000 €
	YEAR 3	0 €	16 000 €	0 €	16 000 €
TOTAL 7.		0 €	245 000 €	0 €	245 000 €
8. POINT-OF-SALE PROMOTIONS (POS)					
Tasting days					
	YEAR 1	0 €	0 €	0 €	0 €
	YEAR 2	0 €	0 €	0 €	0 €
	YEAR 3	0 €	0 €	0 €	0 €
Other POS					
	YEAR 1	0 €	0 €	0 €	0 €
	YEAR 2	0 €	0 €	0 €	0 €
	YEAR 3	0 €	0 €	0 €	0 €
TOTAL 8.		0 €	0 €	0 €	0 €
9. OTHER ACTIVITIES					
Other activities					
	YEAR 1	0 €	0 €	0 €	0 €
	YEAR 2	0 €	0 €	0 €	0 €
	YEAR 3	0 €	0 €	0 €	0 €
TOTAL 9.		0 €	0 €	0 €	0 €
10. EVALUATION OF RESULTS					
Evaluation of results					
	YEAR 1	0 €	5 500 €	0 €	5 500 €
	YEAR 2	0 €	5 500 €	0 €	5 500 €
	YEAR 3	0 €	5 500 €	0 €	5 500 €
TOTAL 10.		0 €	16 500 €	0 €	16 500 €

245 000 €

0 €

0 €

16 500 €

SUBTOTAL 1.-10.		125 000 €	891 500 €	0 €	1 016 500 €
INDIRECT COSTS OF POs					
Indirect costs of POs (max. 4% of direct personal costs of POs)					
	YEAR 1	1 840 €	0 €	0 €	1 840 €
	YEAR 2	1 580 €	0 €	0 €	1 580 €
	YEAR 3	1 580 €	0 €	0 €	1 580 €
TOTAL		5 000 €	0 €	0 €	5 000 €
OTHER EGIIBLE COSTS OF POs					
Other eglible costs of POs (audits, costs of pre-financing etc.)					
	YEAR 1	0 €	0 €	14 500 €	14 500 €
	YEAR 2	0 €	0 €	12 000 €	12 000 €
	YEAR 3	0 €	0 €	12 000 €	12 000 €
TOTAL		0 €	0 €	38 500 €	38 500 €
TOTAL ALL HEADINGS	YEAR 1	47 840 €	297 500 €	14 500 €	359 840 €
TOTAL ALL HEADINGS	YEAR 2	41 080 €	287 000 €	12 000 €	340 080 €
TOTAL ALL HEADINGS	YEAR 3	41 080 €	307 000 €	12 000 €	360 080 €
GRAND TOTAL		130 000 €	891 500 €	38 500 €	1 060 000 €

5 000 € 5 000 €

38 500 €

1 060 000 € 1 060 000 €

PŘISTOUPENÍ KE GRANTOVÉ DOHODĚ

Nepoužije se

VZOROVÁ PŘÍLOHA 4: VZOROVÁ GRANTOVÁ DOHODA URČENÁ PRO PROPAGACI ZEMĚDĚLSKÝCH PRODUKTŮ – JEDNODUCHÉ PROGRAMY S JEDNÍM PŘÍJEMCEM

FINANČNÍ VÝKAZ ZA [PŘÍJEMCE] [název] ZA VYKAZOVANÉ OBDOBÍ [vykazované období]

	Způsobilé ¹ náklady (podle rozpočtových kategorií)				Příjmy		Příspěvek EU				
	A. Přímé osobní náklady	B. Přímé náklady na subdodávky	C. Ostatní přímé náklady	D. Nepřímé náklady ²	Náklady celkem	Příjmy plynoucí z akce	Finanční příspěvky poskytnuté příjemci jeho členy ³	Příjmy celkem	Sazba náhrad (v %) ⁴	Maximální příspěvek EU ⁵	Požadovaný příspěvek EU ⁶
	A.1 Zaměstnanci (nebo osoby v obdobném postavení) A.2 Fyzické osoby v přímém smluvním vztahu a vyslané osoby		C.1 Cestovní náklady C.2 Vybavení C.3 Další zboží a služby								
	Druh nákladů ⁷	Skutečné	Skutečné	Skutečné	Paušální sazba ⁸ 4 % d = 0,04 * a	e = a + b + c + d	f	g	h = f + g	i	j
[zkrácený název příjemce]											

Příjemce tímto potvrzuje, že:

Poskytnuté informace jsou úplné, spolehlivé a pravdivé.

Vykázané náklady jsou způsobilé (viz článek 6).

Náklady lze doložit odpovídajícími záznamy a dokumenty, které budou předloženy na vyžádání nebo v rámci kontroly, přezkumu, auditu či šetření (viz články 12, 13 a 17).

Za poslední vykazované období byly vykázány všechny příjmy (viz článek 5.3.3).

Vykažte laskavě VŠECHNY způsobilé náklady, i pokud jejich výše převyšuje částky uvedené v předběžném rozpočtu (viz příloha 2). Později mohou být zohledněny pouze částky vykázané ve vašich samostatných finančních výkazech, pokud se ukáže, že jiné náklady jsou nezpůsobilé.

¹ Podmínky způsobilosti jsou uvedeny v článku 6.

² Vykázané nepřímé náklady nesmí zahrnovat žádné částky, na které se vztahuje grant na provozní náklady (přijaty v rámci jakéhokoli programu financování EU nebo Euratomu). Příjemce, který v době trvání akce získá grant na provozní náklady, nesmí vykázat žádné nepřímé náklady za rok/roky, na které se vztahuje grant na provozní náklady (viz článek 6.2.D).

³ V případě grantů na jednoduché programy určené pro propagaci zemědělských produktů jsou povoleny pouze finanční příspěvky členů příjemce. Finanční příspěvky poskytnuté třetími stranami, které nejsou členy, NEJSOU povoleny.

⁴ Sazba/sazby náhrad jsou uvedeny v článku 5.2.

⁵ Toto je teoretická výše příspěvku EU vypočtená vynásobením sazby náhrad celkovými vykázanými náklady.

⁶ Můžete žádat o částku do výše „maximálního příspěvku EU“, může ale být i nižší.

⁷ Druhy nákladů jsou uvedeny v článku 5.

⁸ Paušální sazba: 4 % způsobilých přímých osobních nákladů (viz článek 6.2.D).

PŘÍLOHA 5

VZOR OSVĚDČENÍ O FINANČNÍCH VÝKAZECH

Tento dokument stanoví:

- cíle a rozsah nezávislé zprávy o věcných zjištěních týkajících se nákladů vykázaných na základě dohody o grantu rčeném pro propagaci zemědělských produktů - jednoduché programy a
- vzor osvědčení o finančních výkazech.

1. Východiska a předmět

Do 60 dnů po skončení každého vykazovaného období musí příjemce předložit členskému státu **pravidelnou zprávu**, která by měla zahrnovat (kromě jiných dokumentů, a nestanoví-li článek 15 grantové dohody jiné požadavky) **osvědčení o finančních výkazech** (viz níže uvedený návrh vzoru), jestliže:

- výše plateb, o které příjemce žádá na náhradu skutečných nákladů, je 325 000 EUR nebo vyšší a
- maximální příspěvek EU uvedený pro příjemce v předběžném rozpočtu (viz příloha 2) na náhradu skutečných nákladů je 750 000 EUR nebo vyšší.

Účelem auditu, který je základem pro vystavení osvědčení o finančních výkazech, je poskytnout členskému státu „přiměřenou záruku“²³, že příjemce uplatňuje náklady vykázané v rámci grantu jako způsobilé (a případně příjmy získané v průběhu akce) v souladu s příslušnými právními a finančními ustanoveními grantové dohody.

²³ To znamená vysoký stupeň jistoty.

Rozsah auditu je omezen na ověření způsobilých nákladů, na které se osvědčení o finančních výkazech vztahuje. Audit musí být proveden v souladu s níže uvedeným bodem 3.

Auditoři, kteří vystavují osvědčení, musí provádět audit v souladu s obecně uznávanými **auditorskými standardy** a musí uvést, které standardy použili. Musí mít na paměti, že pro účely vystavení osvědčení o finančních výkazech musí provést audit zaměřený na splnění podmínek, nikoli běžný povinný audit. Kritéria způsobilosti stanovená v grantové dohodě mají vždy přednost před běžnými účetními postupy.

Očekává se, že příjemce a auditor vyřeší jakékoli **otázky týkající se věcných údajů nebo podrobných výpočtů** před předložením finančního výkazu a doprovodného osvědčení. Dále se doporučuje, aby příjemce zohlednil předběžné poznámky a návrhy auditora tak, aby se vyhnul výroku s výhradou nebo omezil rozsah výhrad.

Protože osvědčení je hlavním zdrojem záruk za žádosti o proplacení nákladů, částky budou spíše posouzeny jako způsobilé, bude-li předloženo **osvědčení bez výhrady**.

Předložením osvědčení není dotčeno právo členského státu provést své **vlastní posouzení nebo auditu**. Vyplacení náhrad nákladů, na něž se vztahuje osvědčení, také členskému státu, Komisi, Evropskému úřadu pro boj proti podvodům a Evropskému účetnímu dvoru nebrání v provádění kontrol, auditů a šetření v souladu s článkem 17 grantové dohody.

Členský stát očekává, že osvědčení vystavená auditory budou odpovídat nejvyšším odborným standardům.

2. Auditoři, kteří smí vystavit osvědčení

Příjemce si smí zvolit **kvalifikovaného externího auditora**, včetně svého obvyklého externího auditora, pod podmínkou, že:

- externí auditor je na příjemci **nezávislý** a
- jsou splněna ustanovení **směrnice 2006/43/ES**²⁴.

Nezávislost je jednou z vlastností, které auditorovi umožní, aby při vytváření stanoviska nebo rozhodnutí uplatnil nestranný úsudek a objektivně posoudil zjištěné skutečnosti. Znamená to také, že auditor při práci nepřijímá pokyny příjemce a příjemce do jeho práce nijak nezasahuje.

²⁴ Směrnice Evropského parlamentu a Rady 2006/43/ES ze dne 17. května 2006 o povinném auditu ročních a konsolidovaných účetních závěrek nebo obdobné vnitrostátní předpisy (Úř. věst. L 157, 9.6.2006, s. 87).

Má se za to, že auditoři poskytují příjemci služby na základě **kupní smlouvy** ve smyslu článku 9 grantové dohody. To znamená, že náklady na osvědčení o finančních výkazech mohou být obvyklým způsobem vykázány jako náklady vynaložené na akci, pokud jsou splněna pravidla způsobilosti nákladů uvedená v člancích 6 a 9.1.1 grantové dohody (zejména: nejlepší poměr mezi kvalitou a cenou a žádný střet zájmů; viz také bod věnovaný způsobilosti nákladů na ostatní zboží a služby). Použije-li příjemce svého obvyklého externího auditora, předpokládá se, že již mají uzavřenou smlouvu, která splňuje tato ustanovení, a není nutno vyhledat nové nabídky. Použije-li příjemce externího auditora, který není jeho obvyklým externím auditorem, musí jej vybrat podle pravidel uvedených v článku 9.1.1.

Veřejné subjekty si mohou zvolit externího auditora nebo příslušného státního úředníka. V případě, že zvolí příslušného státního úředníka, je nezávislost auditora obvykle definována jako „skutečná a zjevná“ nezávislost na příjemci, jehož audit provádí. Prvotní podmínkou je, že tento úředník se nijak nepodílel na vypracování finančních výkazů. Příslušné vnitrostátní orgány rozhodují o právní způsobilosti daného úředníka pro provedení auditů tohoto konkrétního veřejného subjektu. Osvědčení by mělo na toto oprávnění odkazovat.

3. Metodika auditu a očekávané výsledky

3.1 Ověření způsobilosti vykázaných nákladů

Auditor musí provést ověření na základě šetření a analýzy, (nového) výpočtu, porovnání, dalších kontrol správnosti, pozorování, kontroly záznamů a dokumentů a rozhovoru s příjemcem (a s osobami, které pro něj pracují).

Auditor musí přezkoumat následující dokumentaci:

- grantovou dohodu a jakékoli změny dohody;
- pravidelnou a/nebo závěrečnou zprávu/zprávy;
- *u osobních nákladů*
 - výplatní pásky;
 - pracovní výkazy;
 - pracovní smlouvy;
 - další dokumenty (např. účetnictví osobních nákladů, právní předpisy o sociálním zabezpečení, faktury, stvrzenky apod.);
 - doklady o platbách;
- *u cestovních nákladů a diet*
 - interní pravidla příjemce pro služební cesty;
 - (případně) faktury za přepravu, jízdenky a letenky;

- prohlášení příjemce;
- další dokumenty (doklady o účasti jako například zápisy z jednání, zprávy apod.);
- doklady o platbách;
- *u nákladů na vybavení*
 - faktury;
 - dodací listy / osvědčení o prvním použití;
 - doklady o platbách;
 - metodu výpočtu odpisů;
- *u subdodávek*
 - výzvu k podávání nabídek;
 - (případně) nabídky;
 - odůvodnění výběru subdodavatele;
 - smlouvy se subdodavateli;
 - faktury;
 - prohlášení příjemce;
 - doklady o platbách;
 - další dokumenty: např. případná vnitrostátní pravidla pro veřejná nabídková řízení; směrnice EU apod.;
- *u nákladů na další zboží a služby*
 - faktury;
 - doklady o platbách a
 - další relevantní účetní dokumenty.

Všeobecná pravidla způsobilosti

Auditor musí ověřit, zda vykázané náklady splňují všeobecná pravidla způsobilosti stanovená v článku 6.1 grantové dohody.

Náklady zejména musí:

- skutečně vzniknout;
- souviset s předmětem grantové dohody a musí být uvedeny v předběžném rozpočtu příjemce (tj. v poslední verzi přílohy 2);
- být nezbytné pro provedení akce, na kterou se grant poskytuje;

- být přiměřené a odůvodněné a splňovat požadavky řádného finančního řízení, zejména pokud jde o hospodárnost a účelnost;²⁵
- vzniknout v průběhu akce, jak je definována v článku 3 grantové dohody (s výjimkou faktury za osvědčení o auditu a nákladů spojených s předložením závěrečné zprávy);
- nesmí být hrazeny z jiného grantu EU (viz níže – nezpůsobilé náklady);
- být vyčíslitelné, ověřitelné a především zapsané v účetních záznamech příjemce a stanoveny v souladu s platnými účetními standardy v zemi, v níž má příjemce své sídlo, a s jeho běžnými postupy účtování nákladů;
- být v souladu s požadavky platných vnitrostátních daňových a pracovněprávních předpisů a právních předpisů o sociálním zabezpečení;
- být v souladu s ustanoveními grantové dohody (viz zejména články 6 a 9-11a) a
- být převedeny na eura pomocí sazby stanovené v článku 15.6 grantové dohody:
 - příjemce, který vede své účetnictví v jiné měně než v eurech:
náklady vzniklé v jiné měně musí být převedeny na eura v souladu s vnitrostátními pravidly, která stanoví příslušné orgány členského státu;
 - příjemce, který vede své účetnictví v eurech:
náklady vzniklé v jiné měně by měly být převedeny na eura s použitím běžného účetního postupu příjemce.

Auditor musí ověřit, zda výdaje zahrnují **DPH**, a pokud tomu tak je, ověří, zda příjemce:

- nemá nárok na vrácení DPH (to musí být doloženo vyjádřením příslušného orgánu) a
- není veřejný subjekt jednající jako orgán veřejné moci.

Auditor by měl k auditu přistupovat na základě **úrovně spolehlivosti** po prověření interního kontrolního systému příjemce. Používá-li auditor výběrové soubory, měl by uvést a odůvodnit **velikost výběrového souboru** podle mezinárodních auditorských standardů. Tyto informace by měly být uvedeny ve zprávě o auditu, která je podkladem pro osvědčení o auditu.

Zvláštní pravidla způsobilosti

Dále musí auditor ověřit, zda vykázané náklady splňují zvláštní pravidla způsobilosti nákladů stanovená v článku 6.2 a v člancích 9.1.1 a 10.1.1 grantové dohody.

Osobní náklady

²⁵ Bude posouzeno zejména na základě postupů zadávání a výběru poskytovatelů služeb.

Auditor musí ověřit, zda:

- osobní náklady byly účtovány a vyplaceny za čas, který zaměstnanci příjemce skutečně strávili prováděním akce (doloženo pracovními výkazy nebo jiným relevantním systémem zaznamenávání pracovní doby);
- osobní náklady byly vypočteny na základě ročních hrubých platů, mezd nebo odměn (plus povinných sociálních poplatků, ale s vyloučením všech ostatních nákladů), které jsou uvedeny v pracovní smlouvě nebo v jiném typu smlouvy a které nepřevyšují průměrné sazby odpovídající obvyklé politice odměňování příjemce;
- práce byla vykonána v době provádění akce, jak je definována v článku 3 grantové dohody, a
- osobní náklady nejsou hrazeny z jiného grantu EU (viz níže – nezpůsobilé náklady);
- u dalších odměn: jsou splněny 2 podmínky stanovené v článku 6.2.A.1 (tj. že jsou součástí obvyklých postupů příjemce týkajících se odměňování a jsou vypláceny důsledně pokaždé, kdy je vyžadován tentýž druh práce nebo odborných znalostí, a že kritéria použitá pro výpočet doplňkových plateb jsou objektivní a příjemce je používá všeobecně, bez ohledu na použitý zdroj financování);
- u interních poradců: jsou splněny 3 podmínky stanovené v článku 6.2.A.2 grantové dohody (tj. že interní poradce pracuje dle pokynů příjemce, že výsledky vykonané práce náleží příjemci a že náklady se významně neliší od nákladů na zaměstnance vykonávající podobné úkoly na základě pracovní smlouvy).

Auditor by měl mít jistotu, že systém řízení a účetní systém zajišťuje náležité rozdělení osobních nákladů mezi různé činnosti příjemce financované různými dárci.

Cestovní náklady a diety

Auditor musí ověřit, zda cestovní náklady a diety:

- byly účtovány a vyplaceny v souladu s interními pravidly a obvyklými postupy příjemce;
- nejsou hrazeny z jiného grantu EU (viz níže – nezpůsobilé náklady);
- byly vynaloženy na cesty související s úkoly v rámci akce, které jsou uvedeny v příloze 1 ke grantové dohodě.

Náklady na vybavení

Auditor musí ověřit, zda:

- vybavení je nakupováno, pronajímáno nebo pořizováno na leasing za běžné tržní ceny;
- veřejné subjekty dodržely vnitrostátní pravidla pro zadávání veřejných zakázek;
- vybavení je odpisováno, odpisy byly vypočteny v souladu s daňovými a účetními pravidly platnými pro příjemce a byla vykázána pouze ta část odpisů, jaká odpovídá trvání akce, a

- náklady nejsou hrazeny z jiného grantu EU (viz níže – nezpůsobilé náklady).

Náklady na další zboží a služby

Auditor musí ověřit, zda:

- nákup splňuje požadavek nejlepšího poměru mezi kvalitou a cenou (nebo nejnižší ceny) a nedošlo ke střetu zájmů;
- veřejné subjekty dodržely vnitrostátní pravidla pro zadávání veřejných zakázek a
- náklady nejsou hrazeny z jiného grantu EU (viz níže – nezpůsobilé náklady).

Náklady na subdodávky

Auditor musí ověřit, zda:

- subdodávky splňují požadavek nejlepšího poměru mezi kvalitou a cenou (nebo nejnižší ceny) a nedošlo ke střetu zájmů;
- subdodávky byly nezbytné pro provedení akce, na kterou je grant požadován;
- subdodávky byly upraveny v příloze 1 a příloze 2 nebo schváleny členským státem později;
- subdodávky jsou podloženy účetními doklady v souladu s vnitrostátními účetními právními předpisy;
- náklady na subdodávky zadáné subjektům, které mají strukturální vazbu s příjemcem, se omezují na vlastní náklady subjektu (tj. bez jakéhokoli zisku; viz článek 10 grantové dohody);
- veřejné subjekty dodržely vnitrostátní pravidla pro zadávání veřejných zakázek.

Nezpůsobilé náklady

Auditor musí ověřit, zda příjemce nevykázal náklady, které jsou nezpůsobilé podle článku 6.4 grantové dohody:

- náklady spojené s kapitálovým výnosem;
- dluhy a poplatky za dluhovou službu;
- rezervy na pokrytí případných budoucích ztrát či závazků;
- splatné úroky;
- pochybné pohledávky;
- kurzové ztráty;
- bankovní poplatky účtované bankou příjemce za převody od členského státu;
- nadměrné nebo neuvážené výdaje;

- odečitatelná DPH;
- DPH zaplacená veřejným subjektem jednajícím jako orgán veřejné moci;
- náklady vzniklé během pozastavení provádění akce;
- věcné příspěvky od třetích stran;
- náklady vykázané v rámci jiného grantu EU financovaného z rozpočtu EU, zejména nepřímé náklady, pokud příjemce v tomtéž období dostává grant na provozní náklady financovaný z rozpočtu EU;
- náklady na stálé zaměstnance vnitrostátních správních orgánů určené na činnosti, které jsou součástí jejich běžné činnosti (tj. nejsou konány pouze z důvodu grantu);
- náklady na zaměstnance nebo zástupce orgánů, institucí a agentur EU.

3.2 Ověření příjmů

Auditor musí ověřit, zda příjemce vykázal příjmy, ve smyslu článku 5.3.3 grantové dohody, tj.:

- příjmy plynoucí z akce (např. z prodeje produktů, služeb a publikací, konferenční poplatky);
- finanční příspěvky poskytnuté příjemce jeho členy, které mají být využity konkrétně na náklady, jež jsou v rámci akce způsobilé.

Auditor musí dále ověřit, zda zbývající náklady akce nesl příjemce, tj. že třetí strany neposkytly žádné finanční příspěvky, které měly být využity konkrétně na náklady, jež jsou v rámci akce způsobilé (kromě členů) (viz článek 5.2 a 5.3.3 grantové dohody).

3.3 Ověření účetního systému příjemce

Auditor musí ověřit, zda:

- účetní systém (analytický nebo jiný vhodný interní systém) umožňuje identifikovat **zdroje financování** na akci a související výdaje vzniklé v době platnosti dohody a
- výdaje/příjmy v rámci grantu byly zaznamenávány systematicky pomocí systému číslování, který je **odlišuje** od výdajů/příjmů jiných projektů.

Osvědčení o finančních výkazech

Vážená paní / Vážený pan
[Celý název příjemce
adresa]

Naše společnost, [celý název společnosti/organizace auditora], se sídlem na adrese [úplná adresa/město/země], zastoupená pro účely podpisu tohoto osvědčení o auditu [jméno a funkce oprávněného zástupce],

tímto osvědčuje

že:

1. Naše společnost **provedla audit** nákladů vykázaných ve finančním výkazu [název příjemce] („příjemce“), ke kterému je toto osvědčení o auditu připojeno a který má být předložen členskému státu na základě grantové dohody č. [vložte číslo] – [vložte zkratku]. Tento finanční výkaz zahrnuje náklady za následující vykazované období / vykazovaná období: [doplňte vykazované období / vykazovaná období].
2. Potvrzujeme, že audit byl **proveden v souladu s obecně uznávanými auditorskými standardy** a etickými pravidly a na základě ustanovení **grantové dohody** a jejích příloh (a zejména podle metodiky auditu popsané v příloze 5).
3. Finanční výkaz byl přezkoumán a byly provedeny všechny potřebné testy [všech] / [X] %/ podkladových dokumentů a účetních záznamů²⁶, a získali jsme tak **přiměřenou záruku**, že podle našeho názoru a na základě auditu
 - celkové **náklady** ve výši [vložte číslo] EUR ([vložte částku slovy]) jsou způsobilé, tj.:
 - skutečné;
 - stanovené v souladu s účetními zásadami příjemce;
 - vynaložené v období uvedeném v článku 3 grantové dohody;
 - zaznamenané v účetnictví příjemce (k datu tohoto osvědčení o auditu);

²⁶ Při použití výběrových souborů: ve zprávě o auditu by měla být vysvětlena technika výběru souboru a popsán testovaný soubor.

- splňují zvláštní pravidla způsobilosti uvedená v článku 6.2 grantové dohody;
- nezahrnují náklady, které jsou nezpůsobilé podle článku 6.4 grantové dohody, zejména:
 - náklady spojené s kapitálovým výnosem;
 - dluhy a poplatky za dluhovou službu;
 - rezervy na pokrytí případných budoucích ztrát či závazků;
 - splatné úroky;
 - pochybné pohledávky;
 - kurzové ztráty;
 - bankovní poplatky účtované bankou příjemce za převody od členského státu;
 - nadměrné nebo neuvážené výdaje;
 - odečitatelná DPH;
 - DPH zaplacená veřejným subjektem jednajícím jako orgán veřejné moci;
 - náklady vzniklé během pozastavení provádění akce;
 - věcné příspěvky poskytnuté třetími stranami;
 - náklady vykázané v rámci jiných grantů EU financovaných z rozpočtu EU, zejména nepřímé náklady, pokud příjemce v tomtéž období dostává grant na provozní náklady financovaný z rozpočtu EU;
 - náklady na stálé zaměstnance vnitrostátních správních orgánů určené na činnosti, které jsou součástí jejich běžné činnosti (tj. nejsou konány pouze z důvodu grantu);
 - náklady na zaměstnance nebo zástupce orgánů, institucí a agentur EU;
- /jsou uplatněny na základě převodního kurzu, na který se odkazuje v článku 15.6 grantové dohody;/
- byly vykázány celkové **příjmy** ve výši [**vložte číslo**] EUR ([**vložte částku slovy**]) podle článku 5.3.3 grantové dohody a
- **účetní postupy** příjemce jsou v souladu s účetními pravidly členského státu, v němž má příjemce sídlo, a umožňují přímé odsouhlasení nákladů vynaložených na provedení akce hrazených z grantu EU s všeobecným finančním výkazem, který zahrnuje celou činnost příjemce.

/K výroku auditora však připojujeme **výhradu** pro:

- náklady ve výši [**vložte číslo**] EUR
- příjmy ve výši [**vložte číslo**] EUR

které podle našeho názoru nesplňují platná pravidla./

4. Naše společnost je kvalifikována/oprávněna vystavit toto osvědčení o auditu /[(další informace jsou uvedeny v příloze tohoto osvědčení)].
5. Příjemce uhradil za toto osvědčení o auditu **cenu** ve výši [vložte číslo]) EUR (včetně DPH ve výši [vložte číslo]) EUR. ***//VARIANTA 1:*** Tyto náklady jsou způsobilé (tj. vznikly do 90 dnů od data skončení akce uvedeného v článku 3 grantové dohody) a jsou zahrnuty ve finančním výkazu.***//VARIANTA 2:*** Tyto náklady nebyly zahrnuty do finančního výkazu./

Datum, podpis a razítko

Příložena: Zpráva o auditu podle normy ISRS 4400 nebo ekvivalentní mezinárodní auditorské normy, z níž toto osvědčení vychází

VZOR PRAVIDELNÉ TECHNICKÉ ZPRÁVY

[1./ 2./ 3.] pravidelná technická zpráva akce [vložte zkratku]

Číslo grantové dohody: [vložte číslo grantové dohody]
 Název akce: [vložte název akce]
 Datum zahájení akce: [vložte dd/mm/rrrr]
 Trvání akce: [vložte dobu trvání v měsících]
 Období zahrnuté do zprávy: od [vložte dd/mm/rrrr] do [vložte dd/mm/rrrr]

1) **Popis provedených činností s odůvodněním jakýchkoli odchylek od předpokládaných činností** (*maximálně 1 500 znaků pro každou činnost*)

	Popis činností předpokládaných v projektu ¹⁾ včetně označení očekávaných ukazatelů výstupů a výsledků ²⁾	Popis provedených činností s uvedením ukazatelů výstupů a výsledků	Vysvětlení s odůvodněním rozdílů mezi předpokládanými činnostmi a činnostmi skutečně provedenými
Činnost 1 [název]			
Činnost 2 [název]			
Činnost 3 [název]			
Činnost n [název]			

¹⁾ Příloha 1 grantové dohody

²⁾ Srov. článek 22 prováděcího nařízení Komise (EU) 2015/1831

2) **Přiloženy kopie všech použitých materiálů a vizuálních pomůcek, které dosud nebyly předloženy**

VZOR ZÁVĚREČNÉ TECHNICKÉ ZPRÁVY

Závěrečná technická zpráva akce [vložte zkratku]

Číslo grantové dohody: [vložte číslo grantové dohody]
Název akce: [vložte název akce]
Datum zahájení akce: [vložte dd/mm/rrrr]
Trvání akce: [vložte dobu trvání v měsících]

1) **Přehled provedených činností** a dosažených výsledků akce, zejména s použitím ukazatelů dopadů, na které se odkazuje v článku 22 prováděcího nařízení Komise (EU) 2015/1831 (*maximálně 6 000 znaků*)

2) **Shrnutí** určené ke zveřejnění (*maximálně 3 000 znaků*)

Podmínky týkající se monitorování

Příjemce informuje SZIF a předá mu třicet dnů před začátkem každého čtvrtletí předběžný časový rozvrh plánovaných opatření podle vzoru uvedeného v příloze 8 A (Plán akcí a rozpočtu). Pokud dojde ke změnám v tomto předběžném časovém rozvrhu, oznámí to neprodleně SZIF.

Před prováděním opatření se příjemce zavazuje předat SZIF všechny návrhy materiálů určených pro informaci a propagaci, které vyhotoví v rámci programu. SZIF zkontroluje, zda návrhy materiálů jsou v souladu s platnými právními předpisy Evropské unie, a zejména v souladu s články 1, 2, 3, 4, 5 a 6 prováděcího nařízení Komise 2015/1831.

Příjemce zašle SZIF do 60 dnů od ukončení každého čtvrtletí, počítáno ode dne podpisu smlouvy, průběžnou zprávu o plnění smlouvy během uvedeného čtvrtletí („čtvrtletní zpráva“) podle vzoru uvedeného v příloze 8 B spolu se souhrnným finančním výkazem, kopiemi faktur a příslušných dokladů, které se týkají plateb provedených během uvedeného čtvrtletí.

Monitorovací skupina se pravidelně schází, aby mohla sledovat, jak postupují jednotlivé programy, které jsou financovány podle této smlouvy a v souladu s příslušnými nařízeními.²⁷

²⁷ Nařízení Evropského parlamentu a rady 1144/2014
Prováděcí nařízení Komise 2015/1831

PŘÍLOHA 8 A

Předběžný časový rozvrh opatření (Plán akcí a rozpočtu)

[illegible]

Vzor pro čtvrtletní zprávy

Vyplní žadatel

Zpráva č.

Žadatel:

Název programu:

Datum zprávy:

Zpráva za období:

Datum zahájení programu:

Smlouva (EZZF) č.

1. Provádění opatření

Seznam provedených opatření uvedený v programu (připojeno ke smlouvě):

1. Opatření 1
.....

2. Opatření 2
.....

3. Opatření 3
.....

n. Opatření n
.....

U každého opatření uveďte tyto informace:

Doba, místo, údaje o rozsahu: počet účastníků, počet prodejních míst, množství vytištěných materiálů, délka a počet rozhlasových a televizních reklamních vysílání. U internetových stránek uveďte adresu. Upřesněte další důležité informace týkající se každého opatření.

Uveďte každou změnu nebo každé zrušení plánovaných opatření a rovněž důvod změny nebo zrušení.

2. Vývoj programu

Uveďte každou připomínku a případné obtíže vzniklé při provádění programu. Uveďte údaje o opatřeních, která se mají provést během následujícího období, a případné změny oproti plánu.