



EUROPEAN COMMISSION  
DIRECTORATE-GENERAL FOR AGRICULTURE AND RURAL DEVELOPMENT

Directorate F – Outreach, Research & Geographical Indications  
F.1 – External communication & promotion policy

## **CALL FOR PROPOSALS**

### **"Support for information measures relating to the common agricultural policy (CAP) for 2025"**

The call for proposals for funding 'Support for information measures relating to the common agricultural policy (CAP) for 2025' was published on Thursday 15 October 2024 on the Funding & Tenders portal ([IMCAP-2025-INFOME](#)).

### **Objective**

The general objective of the call is to raise awareness about the Common Agricultural Policy (CAP) within the EU, amongst all citizens, farmers and non-farmers alike and to disseminate information about the Common Agricultural Policy (CAP), the key messaging should be fully consistent with the Commission's legal requirement to carry out information measures on the CAP within the meaning of Article 46 of Regulation (EU) 2021/2116.

The measures should help citizens understand the CAP, through coherent, evidence-based, objective and comprehensive information, both inside and outside the Union. To inform citizens, farmers and consumers about how the CAP, including the national CAP Strategic Plans, responds to challenges faced in agriculture and food production, encourages competitiveness of the agrifood sector, supports farmers' income and their position in the food value chain. The measures should also help citizens understand how the CAP rewards farmers preserving biodiversity and natural ecosystems, including mitigating climate change, and promotes a more sustainable Union model of agriculture. Finally, the measures should also help the audience to understand how the CAP supports development in rural areas.

The proposals submitted should focus on the ten specific objectives of the CAP, taking into account the Member States' CAP strategic plans, the Action Plan for the Development of Organic Production, the Common Market Organisation, the Unfair Trade Practices Directive and the Political Orientations for the next European Commission 2024-2029. They should provide coherent, objective, evidence-based and comprehensive information measures, reaching a significant number of citizens in the EU, in order to help explain, implement and develop the CAP and to raise public

awareness of its content and objectives, including its contribution to guaranteeing a stable supply of affordable food, to supporting farmer's income, and to ensuring long-term competitiveness, resilience and sustainability of EU's farming sector.

The motivation of proposals submitted should also consider addressing lack of information about European agriculture and the CAP within identified target audiences. This should be achieved using facts, backed-up with reliable data, and overall raising public awareness on the relevance of EU support to agriculture and rural development through the CAP.

### **Theme**

The CAP plays a key role in supporting the EU's farming sector and rural areas. It aims to ensure a competitive and sustainable agriculture model with respect to economic, social and environmental aspects.

The information measures should specifically focus on the role of the CAP and CAP Strategic Plans (a) in supporting a fair and sufficient income for farmers), (b) in ensuring food security and the long-term competitiveness of EU agriculture, (c) in the resilience and the transition to sustainable food production systems, including for the livestock sector, (d) in supporting generational renewal and improving gender balance and participation of women, and (e) in strengthening the position of farmers in the value chain and protecting them from unfair trading practices.

Applicants are invited to come forward with proposals for information measures focusing on informing citizens about the role of the CAP in supporting the transition to sustainable food production systems, its contribution to ensuring food security and the long-term resilience of EU agriculture, and the support awarded by the CAP to foster generational renewal and attracting women into farming.

### **Budget**

The total budget earmarked for grants is at EUR 4 000 000.

### **Funding**

Funding shall take the form of a mixed financing composed of a reimbursement of 60 % of the eligible costs actually incurred, including a flat-rate contribution of 7 % of the eligible direct costs to cover the indirect costs, representing the beneficiary's general administrative costs which can be regarded as chargeable to the information measure.

### **Grant amount**

Project budgets (maximum grant amount) are expected to range between EUR 125 000 and EUR 400 000.

### **Indicative implementation period of the information measures**

August/September 2025 – July/August 2026.

### **Deadline for submission of proposals**

16 January 2025.

### **+ Information**

- Funders and Tenders Opportunities Portal:  
[IMCAP-2025-INFOME](#)
- Europa website :  
<http://ec.europa.eu/agriculture/grants-for-information-measures>
- DG AGRI unit F.1  
[Agri.grants@ec.europa.eu](mailto:Agri.grants@ec.europa.eu)

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