

Regulation (EU) No 1144/2014 of the European Parliament and of the Council of 22 October 2014 on information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries and repealing Council Regulation (EC) No 3/2008

CHAPTER II

**IMPLEMENTATION OF INFORMATION
PROVISION AND PROMOTION MEASURES**

SECTION 2

Implementation and management of simple programmes

Article 15

Financial provisions relating to simple programmes

1 The Union's financial contribution to simple programmes in the internal market shall be 70 % of the eligible expenditure. The Union's financial contribution to simple programmes in third countries shall be 80 % of the eligible expenditure. The remaining expenditure shall be borne exclusively by the proposing organisations.

2 The percentages referred to in paragraph 1 shall be increased to 85 % in the event of serious market disturbance, loss of consumer confidence or other specific problems referred to in point (e) of Article 2(2).

3 By way of derogation from paragraphs 1 and 2, for proposing organisations established in Member States receiving on or after 1 January 2014 financial assistance in accordance with Article 136 and 143 TFEU, the percentages referred to in paragraph 1, shall be 75 % and 85 % respectively, and the percentage referred to in paragraph 2 shall be 90 %.

The first subparagraph shall only apply to those programmes decided upon by the Commission before the date from which the Member State concerned no longer receives such financial assistance.

4 Studies to evaluate the results of promotional and information measures in accordance with the common framework referred to in Article 25 shall be eligible for Union financing under conditions similar to those governing the simple programme in question.

5 The Union shall finance in full the expert fees linked to the selection of programmes pursuant to point (a) of Article 4(2) of Regulation (EU) No 1306/2013.

6 In order to ensure the proper implementation of simple programmes, proposing organisations shall provide guarantees.

7 The Union shall finance information provision and promotion measures implemented on the basis of simple programmes pursuant to point (c) of Article 4(1) of Regulation (EU) No 1306/2013.

Changes to legislation: There are outstanding changes not yet made to Regulation (EU) No 1144/2014 of the European Parliament and of the Council. Any changes that have already been made to the legislation appear in the content and are referenced with annotations. (See end of Document for details) [View outstanding changes](#)

8 The Commission shall be empowered to adopt delegated acts, in accordance with Article 22, concerning the specific conditions under which costs of information provision and promotion measures, and, where necessary, administrative and staff costs, are eligible for Union funding.

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Changes and effects yet to be applied to :

- Regulation power to modify conferred by 2020 asp 17 s. 8
- Regulation revoked by 2023 c. 28 Sch. 1 Pt. 2
- Art. 15(1) words substituted by S.I. 2019/821 reg. 106(a)(i)
- Art. 15(1) words substituted by S.I. 2019/821 reg. 106(a)(ii)
- Art. 15(1) words substituted by S.I. 2019/821 reg. 106(a)(iii)
- Art. 15(3) omitted by S.I. 2019/821 reg. 106(b)
- Art. 15(4) word omitted by S.I. 2019/821 reg. 106(c)(i)
- Art. 15(4) word omitted by S.I. 2019/821 reg. 106(c)(ii)
- Art. 15(5) words omitted by S.I. 2019/821 reg. 106(d)(ii)
- Art. 15(5) words substituted by S.I. 2019/821 reg. 106(d)(i)
- Art. 15(7) words omitted by S.I. 2019/821 reg. 106(d)(ii)
- Art. 15(7) words substituted by S.I. 2019/821 reg. 106(d)(i)
- Art. 15(8) words substituted by S.I. 2019/831 reg. 54(a)
- Art. 15(8) words substituted by S.I. 2019/831 reg. 54(b)

Changes and effects yet to be applied to the whole legislation item and associated provisions

- Signature words omitted by S.I. 2019/821 reg. 115
- Art. 1(c) inserted by S.I. 2019/831 reg. 46
- Art. 2(2)(d) words substituted by S.I. 2019/821 reg. 96(b)
- Art. 5(3)(b) words substituted by S.I. 2019/821 reg. 99(a)
- Art. 5(4)(c) omitted by S.I. 2019/821 reg. 99(b)
- Art. 6(1)(b) words substituted by S.I. 2019/821 reg. 100(a)
- Art. 7(1)(a) words substituted by S.I. 2019/821 reg. 101(a)(i)
- Art. 7(1)(a) words substituted by S.I. 2019/821 reg. 101(a)(ii)
- Art. 7(1)(b) words substituted by S.I. 2019/821 reg. 101(b)(i)
- Art. 7(1)(b) words substituted by S.I. 2019/821 reg. 101(b)(ii)
- Art. 7(1)(c) words substituted by S.I. 2019/821 reg. 101(c)
- Art. 7(1)(d) words substituted by S.I. 2019/821 reg. 101(d)(i)
- Art. 7(1)(d) words substituted by S.I. 2019/821 reg. 101(d)(ii)
- Art. 9(2)(b) words substituted by S.I. 2019/821 reg. 102(d)
- Art. 9(2)(c) word omitted by S.I. 2019/821 reg. 102(e)