



EUROPEAN COMMISSION
DIRECTORATE-GENERAL FOR AGRICULTURE AND RURAL DEVELOPMENT

Directorate B. Quality, Research & Innovation, Outreach
The Director

Brussels, 15 January 2021
AGRI.DDG1.B.1/VB(2021)369902

Dear Sir / Dear Madam,

Subject: European Union's Promotion Policy – Info day 2021 in Brussels and national info days

Following the recent adoption of the 2021 annual work programme for information and promotion measures with a planned budget of €182.9 million for the promotion of EU agri-food products in and outside the EU, DG AGRI and CHAFEA are organising an Online Info day on **28 and 29 January 2021**. You will find the agenda on the web platform (link below).

This event is organised for all potential beneficiaries eligible to submit proposals for information/promotion programmes concerning agricultural products. Registration to the event is highly recommended online via a dedicated web platform:

<https://info-day-calls-for-proposals2021.b2match.io/>

All sessions will be live web-streamed under the following links:

- 28 January 2021:
<https://webcast.ec.europa.eu/info-day-on-the-calls-for-proposals-2021-28-01>
- 29 January 2021:
<https://webcast.ec.europa.eu/info-day-on-the-calls-for-proposals-2021-29-01>

This year's event will be held online, including a virtual meeting space called “Market place opportunities” for exchange and networking opportunities which could lead to new partnerships.

Specific emphasis has been put into:

- presenting the new policy orientations given by the Farm to fork Strategy for a more sustainable food system and how they relate to the promotion activities;
- looking at communication campaigns in the context of the COVID19 pandemic;
- providing an outstanding overview on how to develop impactful communication campaigns on EU sustainable production and consumption.

All presentations given on the Info day, as well as videos recordings will be available online on the CHAFEA portal, as done in previous years.

The Commission would also like to encourage, where it is possible, the organisation of virtual national or transnational Info days. The Info days aim at covering all possible aspects of the annual work programme, the calls and eligibility criteria.

If you would wish to organise a specific Info day in your country dedicated to the new funding opportunities under Regulation (EU) No 1144/2014, with the participation of a representative from DG AGRI or CHAFEA, please send us your request, and we will accommodate it depending on staff availabilities.

We would highly appreciate your efforts in further distributing the information on the Info Day to all potential applicants.

Yours sincerely,



Nathalie SAUZE- VANDEVYVER