



EUROPEAN COMMISSION
DIRECTORATE-GENERAL FOR AGRICULTURE AND RURAL DEVELOPMENT

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

Brussels
AGRI.DDG1.B/NSV

Dear Sir / Dear Madam,

Subject: European Union's Promotion Policy – Info day 2022 in Brussels (on line) and national Info days

Following the recent adoption of the 2022 annual work programme for information and promotion measures with a planned budget of €185.9 million for the promotion of EU agri-food products in and outside the EU, DG AGRI and REA are organising an Online Info day on **1 and 2 February 2022**.

This event is organised for all potential beneficiaries eligible to submit proposals for information/promotion programmes concerning agricultural products. For more information about the agenda of the event and speakers please visit: [Online Info day on the 2022 AGRI Promotion Calls for proposals - Home \(b2match.io\)](https://b2match.io/2022-AGRI-Promotion-Calls-for-proposals)

Registration is highly recommended (open until 28 January), via the page [Online Info day on the 2022 AGRI Promotion Calls for proposals | Registration \(b2match.io\)](https://b2match.io/2022-AGRI-Promotion-Calls-for-proposals-Registration).

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

1 February 2022:

<https://webcast.ec.europa.eu/info-day-on-the-calls-for-proposals-2022-promotion-of-agricultural-products-2022-02-01>

2 February 2022:

<https://webcast.ec.europa.eu/info-day-on-the-calls-for-proposals-2022-promotion-of-agricultural-products-2022-02-02>

This year's event will be held online, including a virtual meeting space called "Project partners Matchmaking session" for exchange and networking opportunities which could lead to new partnerships.

Specific emphasis has been put into:

- paving the way for the transition towards a more sustainable European food system;
- addressing sustainability in 2022 programme proposals;
- providing an 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 REA 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 REA, please send us your request by email at AGRI-PROMOTION@ec.europa.eu 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