



EUROPEAN COMMISSION
CONSUMERS, HEALTH, AGRICULTURE AND FOOD EXECUTIVE AGENCY

Luxembourg,

PROMOTION OF AGRICULTURAL PRODUCTS
Online Info day on the 2021 Calls for Proposals

28-29 January 2021



DAY 1 – 28 January

The sessions will be web-streamed from ROOM Jean REY – BERLAYMONT Building	
<i>Moderation by Peter Baader, DG Agriculture and Rural Development, European Commission</i>	
9.00 – 9.05	<p>Official welcome</p> <p><i>Nathalie Sauze-Vandevyver – Director of Directorate B, Quality, Research & Innovation, Outreach, DG Agriculture and Rural Development, European Commission</i></p>
9.05 – 9.20	<p>Promotion policy: future challenges</p> <p><i>Wolfgang Burtscher – Director General, DG Agriculture and Rural Development, European Commission</i></p>
9.20 – 10.00	<p>A Farm to Fork Strategy ...for sustainable food</p> <p><i>Hosted by Gijs Schilthuis– Head of Unit Policy perspectives - C1, DG Agriculture and Rural Development, European Commission</i></p> <p><i>Panel discussion with Lukas Visek (Member of the Cabinet - First VP Timmermans), Herbert Dorfmann (Member of the European Parliament, rapporteur on Initiative Report F2F Strategy) and Simona Rubbi (Chairman of the Civil Dialogue Group on Promotion)</i></p>
10.00 – 10.20	Q&A session
10.20 – 11.00	Virtual coffee break
11.00 - 11.20	<p>The 2021 Annual Work Programme and Calls for proposals: preparing for the future</p> <p><i>Christina Gerstgrasser – Head of Unit External communication and promotion policy - B1, DG Agriculture and Rural Development, European Commission</i></p>
11.20 – 11.50	<p>The Evaluation of the implementation of promotion policy (2016 – 2019) and upcoming review of promotion policy</p> <p><i>Bruno Alves – Team Leader External communication and promotion policy - B1, DG Agriculture and Rural Development, European Commission</i></p>
11.50- 12.15	Q&A session
12.15 – 12.20	<p>1st day closing remarks</p> <p><i>Christina Gerstgrasser – Head of Unit External communication and promotion policy - B1, DG Agriculture and Rural Development, European Commission</i></p>

14.00 – 17:00	Project partners Matchmaking: Online platform
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DAY 2 – 29 January

09.30 – 10.00	<p>Apply successfully to the new calls: what has changed with respect to the past?</p> <p><i>Aleksandra Mecilosek – Head of Unit Promotion of agricultural products, Consumers, Health, Agriculture and Food Executive Agency (Chafea)</i></p>
10.00 – 10.20	<p>Communication campaigns in the context of the COVID19 pandemic – how to factor in public health restrictions</p> <p><i>Panel of beneficiaries from the 2020 additional call for simple programmes: Mónica Tierno Díaz – EU Picota Cherries and Izaskun Arteta – Flourishing Europe</i></p>
10.20 – 10.40	Q&A session
10.40 – 11.00	Virtual coffee break
11.00 – 11.30	<p>Developing communication campaigns on EU sustainable production and consumption: challenges and society’s expectations; examples and learnings from communication campaigns focused on sustainability</p> <p><i>Panel of expert and multi beneficiaries: Wim Verbeke – Professor in Agro-food marketing and consumer behaviour, Ghent University; Beatriz Casares – Interovic/JKTTSZSZ ‘Sustainability of sheep and goat farming’ (ES, HU) and Konstantinos Giannopoulos – EURICE ‘Sustainable aspects of rice production’ (EL, ES)</i></p>
11.30 – 11.45	Q&A session
11.45 – 12.00	<p>Conclusions</p> <p><i>Nathalie Sauze-Vandevyver – Director of Directorate B, Quality, Research & Innovation, Outreach, DG Agriculture and Rural Development, European Commission</i></p>
14.00 – 17:00	Project partners Matchmaking: Online platform

* The matchmaking event will be dedicated to interaction between potential project partners with a view to submitting multi-beneficiary proposals.

Important notice:

- (1) This event is organised for all potential beneficiaries eligible to submit proposals for information/promotion programmes concerning agricultural products.
- (2) Registration to the event is mandatory. For COVID-19 reasons, the event will take place virtually. Speakers and participants have to register online via the link: <https://info-day-calls-for-proposals2021.b2match.io/>
There will be no registration onsite. Registration will be open until 27 January 2021.
- (3) All the sessions will be live web-streamed under the following links:
 - 28.01.2021: <https://webcast.ec.europa.eu/info-day-on-the-calls-for-proposals-2021-28-01>
 - 29.01.2021: <https://webcast.ec.europa.eu/info-day-on-the-calls-for-proposals-2021-29-01>
- (4) All the sessions will be held in English. Interpretation will not be provided.
- (5) Participants can interact and ask questions via SLI.DO #EUAgrIPromo and speakers will use **Webex** tool
- (6) Match-making sessions are open only to potential applicants. Participants will be invited to create their organisations' profiles upfront in order to be able to schedule one-to-one meetings.