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NOTE

From:	Presidency
To:	Working Party on Frontiers/Mixed Committee (EU-Iceland/Liechtenstein/Norway/Switzerland)
Subject:	Entry/Exit System: information campaign in the Member States

Since the publication of the Entry/Exit System (EES) Regulation in 2017, efforts have been made to ensure that the development of the system makes good progress. It is planned to become operational in autumn 2024, subject to Member States' declaration of readiness.

According to Article 51 of the Regulation, the Commission should accompany the start of operations of the EES with an information campaign. The aim of this campaign is to inform the public and third-country nationals about the objectives of the system, the data it will store, the authorities that will have access to it and the rights of the persons concerned.

A dedicated website (<https://travel-europe.europa.eu>) has been set up to provide general information on the new system, including detailed data protection information.

An ad hoc expert meeting, including press and communication officers from the Member States, was held in March 2024 to update and inform participants about the plans for the forthcoming information campaign at EU level. This campaign will target non-EU nationals intending to visit the Schengen territory for short stays and travellers in general. It will aim to raise awareness of and provide information on the role and benefits of the EES, as well as on the rights and obligations arising from the system.

Member States are advised to disseminate information as widely as possible, mainly at border crossing points (air, land, sea), at carriers' information desks, consulates in third countries and online. The Commission has developed targeted material (posters, leaflets, infographics, videos, etc.) and will organise the campaign on social media. An information package developed for carriers will also be available to Member States and carriers.

Member States may carry out their own national communication on the EES if they deem it useful, provided that they refrain from using the communication materials developed at EU level before the EU campaign is launched. They must ensure that their main partners such as the operators of border crossing points and the carriers, as well as all individuals directly or indirectly impacted by the entry into force of the system, are fully informed about the changes it will bring. National authorities may therefore decide to provide additional information and select the appropriate channels for distribution.

The EU campaign is expected to be conducted approximately three months prior to the entry into operation of the system and to continue for four months thereafter.

As the system is scheduled to enter into force in the autumn, Member States should start preparing for the launch of the information campaign in the near future. The Presidency considers that an exchange of views on this topic could be of benefit to all and suggests discussing the following questions:

- 1. Are Member States planning to supplement the EU-level campaign with additional communication? If so, could they provide details on their strategies for disseminating information and specify the target groups they intend to focus on?*
- 2. How do Member States intend to address potential challenges in reaching individuals who may have limited access to online platforms?*
- 3. Do Member States intend to collaborate with carriers to ensure that their customers receive accurate and comprehensive information about the EES prior to travelling, for example via information desks or electronic information during the booking process?*