

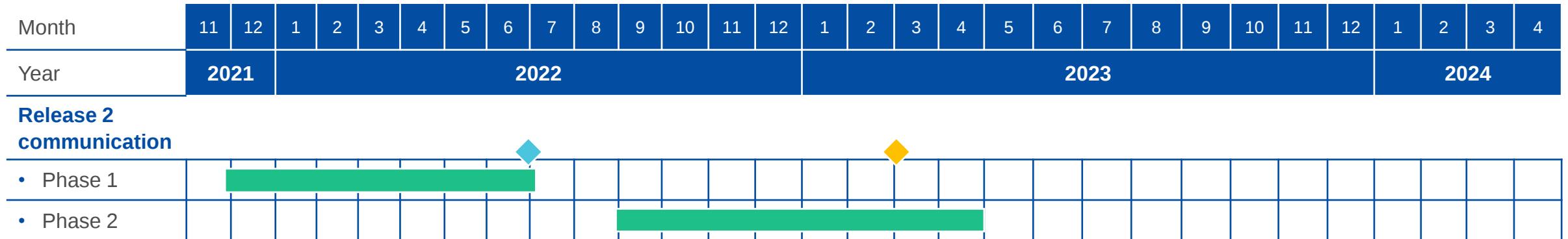


Item 6 – ICS2 Release 2 Communication campaign

Trans-European Coordination meeting for ICS2

2 June 2022

Phases



Milestones

- ◆ Start of Release 2 conformance testing for Economic Operators
- ◆ Start of Release 2 operation

Deliverables

<u>Factsheets</u>	<u>Status / Plan</u>
Steps of technical preparation on the EO side	Published Import Control System 2 - Release 2 (europa.eu)
Information to new EOs that are legally obliged to connect to ICS2 from Release 2 (e.g. freight forwarders and air carriers)	Ready, will be published soon Import Control System 2 - Release 2 (europa.eu)
Transition from Release 1 to Release 2	October 2022
<u>Videos</u>	<u>Status / Plan</u>
Scope of ICS2 Release 2	June 2022
Pre-arrival process	October 2022
<u>Website update</u>	<u>Status / Plan</u>
FAQ update	June 2022
Dedicated space for public training materials	June 2022

Actions on DG TAXUD side

- Running Social Media campaign: Organic (Twitter) and paid (LinkedIn)
- Contacting potential multipliers and sharing a communication kit
- Presentations at Trade events
- Contacting target media
- Publishing a press release

Recommended communication activities for NA and Trade Associations

- Publish and disseminate communication materials (factsheets, videos, etc.) produced by DG TAXUD (possibility to translate to local languages) or NA;
- Run social media campaigns with the objectives of awareness raising and calling to action;
- Share information at events organized by your NA/Trade Association;
- For NAs - share information in national target media (press releases, advertisement);
- Advise your EOs to consult the DG TAXUD and NAs ICS2 website and to download ICS2 Release 2 documentation from the public library CIRCABC: [ICS2 Release 2 - Library \(europa.eu\)](https://circabc.europa.eu/hub/home/-/pages/ics2-release-2).

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Thank you



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