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Answer given by President von der Leyen
on behalf of the European Commission
(11.3.2021)

1. The framework contract runs for a maximum period of 48 months, provided the contractor continues to hold the exclusive marketing rights for all advertising spaces in the domain and under the control of Deutsche Bahn AG. The first campaign started on 1 February 2021 and is scheduled to last 12 months.
2. The first campaign is a publicity campaign about the Commission's information points in Bonn and Berlin. A second campaign is scheduled to be launched in March 2021. The exact localised content will be defined once the overarching corporate communication campaign on NextGenerationEU is finalised centrally.
3. A key task of Commission Representations in the Member States is the provision of information on Commission activities and policies to the public, the media and political actors in the Member States. The campaigns in question are an example of this outreach, informing the public objectively about the actions and achievements of the EU. They should be seen in the overall context of the strategic plan of Directorate-General Communication for the period 2020-2024.