1. On 11 May 2021, the Commission launched the corporate communication campaign NextGenerationEU. For this campaign’s development and execution, a total of EUR 66.55 million has been made available. This amount represents less than 0.01% of the total volume of NextGenerationEU which is EUR 800 billion.

2. The campaign is scheduled to last until 2024. The objective is to make EU citizens aware of NextGenerationEU and the impact it will have on their daily lives. The campaign is intended to inspire and empower EU citizens to take advantage and an active part in the green and digital transitions and show that NextGenerationEU offers an opportunity for EU societies and economy to emerge stronger and more resilient from the pandemic. The Commission regularly monitors the reach of the campaign activities and will launch an independent evaluation to gauge whether EU citizens effectively recall the NextGenerationEU campaign messages.

3. Eight months after its launch, the NextGenerationEU campaign has already become the most visible communication campaign that the Commission has ever run. Press work, advertising, communication partnerships and owned media ensure that the campaign has reached a higher percentage of the population than any previous corporate communication campaign.