1. On 11 May 2021, the Commission launched the corporate communication campaign NextGenEU. For this campaign’s development and execution, a total of EUR 66.55 million has been made available until 20 June 2023. This amount represents less than 0.01% of the total volume of NextGenerationEU which is EUR 800 billion. 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 an active part in the green and digital transitions and show that NextGenerationEU offers an opportunity to emerge stronger from the pandemic.

2. The campaign has been fully launched in those 22 EU Member States, whose national recovery and resilience plans have been adopted. Campaign assets are shared with the Member States and the other EU institutions for their further use. The Commission regularly monitors the reach of the campaign activities, including a specific green strand, and will launch an independent evaluation to gauge whether EU citizens effectively recall the NextGenEU campaign messages. Nine months after its launch, the NextGenEU 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.

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1 More information is available on the campaign website (https://europa.eu/next-generation-eu/index_en).