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 ENTERPRISE AND INDUSTRY DIRECTORATE-GENERAL

Regulatory policy
 Regulatory Approach for the free movement of goods

**NOTE TO THE SENIOR OFFICIALS GROUP ON
 STANDARDISATION AND CONFORMITY ASSESSMENT POLICY**

Title:	CERTIF 2010-01 – CE MARKING INFORMATION CAMPAIGN		
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Abstract:			
The present document provides information about the objectives and the content of the European CE Marking information campaign and summarizes the state of play.			
Keywords:	CE marking, awareness raising, information campaign		
References:	Regulation (EC) No 765/2008 of the European Parliament and of the Council Decision No 768/2008/EC of the European Parliament and of the Council		



EUROPEAN CE MARKING INFORMATION CAMPAIGN

Ref: ENTR/2009/FRC05

Specific communication action in the context of the multiple Framework Contract of DG COMM with renewed competitive tendering for the provision of "Integrated communication services" PO/2006-39/Dir D

Short Description

1. Objective and target audience

The CE Marking campaign intends to

- Provide target groups (manufacturers, importers, distributors, consumers, conformity assessment bodies, laboratories as well as authorities) with a clear picture for what CE Marking does (not) stand for and fight misinterpretations. **The campaign clearly focuses on SMEs.**
- Improve the image of the CE Marking among target groups.
- Provide information to stakeholders/operators to contribute to monitoring of the CE Marking mechanisms (e.g. better defending themselves in front of courts against unfair practices of competitors).
- Provide material in support of EU and EFTA Member States, the Enterprise Europe Network, the European Consumer Centres, possible communication campaigns on CE Marking.

The information campaign will be composed of a mixed set of tools in order to address the different audiences, e.g.:

- Presence at different events to promote the message (stands, seminars, fairs etc...).
- Different kinds of multi-media actions and developments (tv, radio, press, video, internet, etc.).
- Make use of existing networks such as the Enterprise Europe Network and the European Consumer Centres.

The campaign covers all EU and EFTA Member States.

2. Tasks

- Elaborate slogans and key messages about the meaning and the role of CE Marking.
- Create the CE Marking information web pages on DG ENTR website.

- Design, develop and disseminate information kits, video-clips and other promotional products on CE Marking.
- Organise CE Marking educational events/seminars.
- Produce an umbrella stand and assure presence at major commercial/professional fairs in Europe.
- Elaborate and implement a media relations plan (presence in media and media coverage) with special emphasis on web-based and written media in EU and EFTA Member States.
- Identify CE Marking relevant communication activities and benchmark practices in EU and EFTA Member States as well as those of national and European stakeholders and provide support to them.
- Undertake collaboration with major retail sellers and importers in the EU/EFTA Member States and disseminate the CE Marking information material produced under this campaign.

3. Modalities of implementation

- Contractor selected: Media Consulta GmbH, Wassergasse 3, D-10179 Berlin. (www.media-consulta.com)

The Contractor must associate in the campaign the Enterprise Europe Network and the European Consumer Centres.

All communication products of this campaign must be in line with DG ENTR visual identity. Before undertaking any activity, the Contractor must submit its proposal to the Commission and seek for the latter's approval.

- Budget: 1.900 000 EUR.
- Implementation period: The implementation of the measure started in the 1st quarter of 2010 and will span over 2010 -2012.
- Entities associated: Commission services, Enterprise European Network, European Consumers Centres, EFTA, ESOs, national authorities, stakeholders associations, other concerned parties.

4. State of play

Kick-off meeting held on 13 January 2010

Highlights of the meeting:

- Guidance from Commission to Media Consulta on the general approach and communication activities.
- Fine tuning of the key messages on which the campaign will be based.

5. Contact persons

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