Dear colleagues,

In February of this year, DG TAXUD launched a large communication campaign to nudge businesses to prepare for a possible “no-deal” Brexit scenario.

The objective of this EU27-wide campaign was to encourage companies, especially SMEs, to check whether they are ready to continue doing business with the UK and to take the necessary steps to prepare.

In addition to being disseminated through DG TAXUD’s own communication-channels and corporate channels, we received very valuable support from our networks in the Member States.

Your help was crucial in disseminating the material to national/regional and local stakeholders in their own language, which had a tremendous impact on the success of the campaign in terms of website visits and downloads of the different publications.

Results of the campaign were good – we have seen an increase in businesses applying for special trader schemes - but we need to continue our efforts to increase “Brexit-preparedness”.

That is why DG TAXUD has now launched the second phase of the campaign.

We will continue the efforts through the previously mentioned channels, as well as publishing a number of advertisements in a selected number of print media.

For this second phase, we would be extremely grateful if we could count on your help again.

You can help us by:

- Disseminating the link to our dedicated website, available in all languages – by changing the language code at the end of the URL.

- Publishing links to our publications: the Trader checklist and Customs Guide for Businesses. These are also available in all languages by changing the language code at the end of the URL.

- Publishing the provided web-banner – linking it to DG TAXUD’s dedicated website in your national language.

- Disseminating these pre-prepared messages / Tweets in your language on your Social media channels (using this PowerPoint presentation / visuals in square format or 16:9 format).
• Send out a newsletter to your national contacts.

• If possible – print and disseminate the Trader checklist and Customs Guide for Businesses in your offices / info-centre or at any events you might attend.

• Further disseminating this material to your national contacts (such as Press & Media outlets, National Trader associations, Chambers of Commerce, your contact list) – and encourage them to disseminate the information further.

It is crucial that EU businesses continue preparing for any outcome and it is our role to support them and inform them on how to best prepare.

Should you have any questions or remarks, please feel free to contact Edson Ramos from DG TAXUD’s Communication team.