İSTANBUL VE MARMARA, EGE, AKDENİZ, KARADENİZ BÖLGELERİ   İSTANBUL & MARMARA, AEGEAN, MEDITERRANEAN, BLACKSEA REGIONS

DENİZ TİCARET ODASI   CHAMBER OF SHIPPING

Sayı : 38591462-720-2022-3689   24.11.2022
Konu : ICS2'nin R2 Versiyonundan R3 Versiyonuna
          Geçmesi Hk.

Sirküler No: 854

Sayın Üyemiz,

Gemi Brokerleri ve Acenteleri Ulusal Birlikleri Federasyonu (FONASBA)'dan alınan 11.11.2022 tarihli ekte sunulan e-posta yazısında;

Taşınan yük ve malların uluslararası dolaşımda emniyet ve güvenliğini artırmak ve gümrük süreç ve sistemlerini geliştirmek amacı ile yeni gümrük varış öncesi emniyet ve güvenlik risk analizi düzenleyici rejimi kapsamında, Avrupa Birliği'nin Mart 2021'de AB Gümrük İthalat Kontrol Sistemi versiyon 2 (ICS2)'yi yayınladığı bildirilmektedir.

ICS2, AB vatandaşları ve yasal işletmelerinin güvenlik, sağlık ve emniyet çıkarlarının korunmasında ilk denetim hattının güçlendirilmesi için temel bir AB aracıdır. Toplamda 3 versiyonu bulunan ICS2'nin, karayolu, demiryolu ve denizyolu taşımacılık hizmetleri için R2 versiyonundan R3 versiyonuna 1 Mart 2024 tarihinde geçmesi planlanmaktadır. Bahse konu versiyon, denizcilik sektörü için hem iş süreçleri, hem de Bilgi Teknolojileri uygulama faaliyetleri açısından güncellemeler içermektedir.

Bu itibarla, ICS2'nin, sistemin uygulamaya konulması konusunda ekonomik operatörlere rehberlik etmek amacı ile yayınladığı dokümanlar bilgi edinilmesi maksadıyla ekte sunulmaktadır.

Bilgilerinize arz/rica ederim.

Saygılarımla,

e-imza
İsmet SALİHOĞLU
Genel Sekreter

Ek:
1- ECASBA'dan alınan 11.11.2022 tarihli yazı. (1 sayfa)
2- DG TAXUD-ICS2-Transition from R2 to R3 strategy-(2022-11-03)-v1 (13 sayfa)
3- Note to TCG members on ICS2 R3 communication campaign_v2 (5 sayfa)

Dağıtım:
Gereği: Bilgi:
- Tüm Üyeler (WEB sayfası)   - Yönetim Kurulu Başkan ve Üyeleri

Bu belge, 5070 sayılı Elektronik İmza Kanuna göre Güvenli Elektronik İmza ile İmzalanmıştır.

- Türk Armatörler Birliği
- VDAD (Vapur Donatanları ve Acenteleri Derneği)
- KOSDER (Koster Armatörleri ve İşletmecileri Derneği)

-İMEAK DTO 40,41,42,43 No'lu Meslek Komitesi
Başkan ve Üyeleri

From: generalmanager@fonasba.com <generalmanager@fonasba.com>
Sent: 11 November 2022 17:50
To: FONASBA Admin <admin@fonasba.com>
Subject: ICS2 IMPLEMENTATION

To: ECASBA Members
Cc: ECASBA Advisory Panel

Dear All,

The EU Customs Import Control System version 2 (ICS2) is planned for entry into service for road, rail and maritime transport services on 1st March 2024. To guide economic operators on the transition to, and introduction of, the system, the Commission has issued guidance documents, two are attached. These will also be of interest to your members and should be forwarded to them. Further information will be issued as it becomes available.

Whilst the EIS date has already been set by the Commission, there are concerns that Member States and trade will not be ready on time. This topic was covered in some detail by Frank Janssens at the ECASBA seminar and the anticipated delays in implementation are due in part to the lack of advance preparation by national customs authorities, both with developing their own systems and in providing economic operators with guidance and technical specifications. This therefore results in a delay for the companies developing and introducing their own in-house systems.

To assess the preparedness of national authorities in introducing their own systems therefore, we are carrying out a survey, as attached. The closing date for the survey is 5.00 pm London time on Friday 25th November and we would be grateful for your responses in the usual manner.

Many thanks, best regards,

JONATHAN C. WILLIAMS FICS
GENERAL MANAGER
FONASBA
WALSINGHAM HOUSE
35, SEETHING LANE
LONDON
EC3N 4AH
Tel: + 44 20 7623 3113
Mobile: +44 7778 497707
E-Mail: generalmanager@fonasba.com

EUROPEAN COMMISSION
DIRECTORATE-GENERAL
TAXATION AND CUSTOMS UNION
Customs
Risk Management and Security

Ek-2

ICS2 Transition from R2 to R3 strategy

Date:	03/11/2022
Status:	Submitted for review (SfR)
Version:	1.00
Author:	DG TAXUD Unit A3
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Reference number:	
Public:	DG TAXUD external
Confidentiality:	Publicly available (PA)

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DG TAXUD Project Manager	
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Date	03/11/2022

Contract information

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The Document Author is authorized to make the following types of changes to the document without requiring that the document be re-approved:

- Editorial, formatting and spelling;
- Clarification.

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Changes to this document are summarized in the following table in reverse chronological order (latest version first).

Revision	Date	Created by	Short Description of Changes
1.00	03/11/2022	DG TAXUD	Updated after the external review
0.30	15/09/2022	DG TAXUD	Updated with input during the expert group (15/09/2022) discussions
0.20	15/09/2022	DG TAXUD	Updated with the received comments during the external review cycle
0.10	13/04/2022	DG TAXUD	Initial draft

Configuration Management: Document Location

The latest version of this controlled document is stored [].

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1 INTRODUCTION

1.1 Purpose

The purpose of the ICS2 Transition from R2 to R3 document is to present the functional and the operational implications of transition from one release to the next one. This document assesses the different options of granting a deployment window to the economic operators part of ICS2 R3 as well as the transition implications for the Member States and the economic operators (EO) already part of ICS2 R2.

The three releases of ICS2 with their different stakeholders require a transition strategy with regard to the readiness of the economic operators required to file their ENS filing for the first time in ICS2 and the ones that already filed their ENS filings in the previous release. The complexity is increased by the possibility for deployment window with regard to the multiple filings since not all parties obliged to file may be connected to the relevant ICS2 release at the same time. This can lead to the situation that for given cases only house level filings exist that are not initiating the full risk analysis sub-process until a carrier filing instantiates the ENS and the related house level filings are linked to it.

It should be ensured that the detailed information regarding the obligation for connection to ICS2 Release 3 from 1 March 2024 on is communicated timely. Therefore, it is assumed that a valid justification for beginning ICS2 operations later than 1 March 2024 within the deployment window for an EO would be the readiness of all involved parties in the specific business model (e.g. house filers and carriers, etc.) and the technical capacity of the service providers to deploy the software for all its clients at the same point in time. Consequently, legal guidance for the application of the deployment window could foresee that carriers should be given priority to house filers.

The subsequent chapters describe the identified practical scenarios affected by a different time of operational readiness of the parties obliged to file ENS particulars in a given transaction in ICS2 Release 3. The document focuses on the legal and organisational level regarding the deployment window for Release 3 in order to avoid complex technical solutions for the deployment windows that also impose a high risk with regard to proper operational functionality of the ICS2.

1.2 Scope

This document is applicable to the economic operators for transition from ICS2 Release 2 to Release 3. The technical implications of the ICS2 Transition from R2 to R3 is not in scope of the current document.

1.3 Target Audience

This document is addressed to all parties involved in using and in the development of the system:

- Member States;
- Economic operators;
- DG TAXUD Unit B3;
- SOFT-DEV (Development contractor).

1.4 Structure of this document

The present document contains the following chapters:

- **Chapter 1 – Introduction**: describes the purpose of the document;
- **Chapter 2 – Definitions and principles:** describes the principles and main definitions relevant to the transition strategy;
- **Chapter 3 – ICS2 transition from Release 2 to Release 3:** describes the implications of the transition from ICS2 R2 to R3 for each business model – rail, road, maritime and express;
- **Chapter 4 – Conclusions**;
- **Chapter 5 – Annexes:** lists additional explanatory information.

1.5 Reference Documents

Ref.	Title	Reference	Version	Date

Table 1: Reference documents

1.6 Applicable Documents

Ref.	Title	Reference	Version	Date

Table 2: Applicable documents

1.7 Abbreviations and Acronyms

For a better understanding of the present document, the following table provides a list of the principal abbreviations and acronyms used.

Abbreviation/Acronym	Definition
COFE	Customs Office of First Entry
CR	Common Repository
DG TAXUD	Directorate General for Taxation and Customs Union
ENS	Entry Summary Declaration
EC	European Commission
HTI	Harmonized Trader Interface
ICS2	Import Control System 2
MS	Member State
NES	National Entry System
STI	Shared Trader Interface

Table 3: Abbreviations and acronyms

1.8 Definitions

Term	Definition
ICS2 countries	These are the countries which are part of the ICS2 project (applying EU customs legislation in the context of entry formalities and ICS2) including the EU Member States, Switzerland, Norway and Northern Ireland (as part of the implementation of the Northern Ireland protocol).

Table 4: Definitions

2 DEFINITIONS AND PRINCIPLES

2.1 Deployment window

A deployment window is a period (several months) which can be granted to the economic operators in order for them to connect to the system and to become operationally ready avoiding a big bang. The deployment window can be granted to the EOs, which are already connected to ICS2 R2 system but have to implement additional functionalities (for example, the case of the express operators lodging F34 as of R3), and also to those, which are connecting to the system for the first time.

The deployment window allowed by the legislation for each release is not applicable by default – it needs to be granted by the Member States in close coordination with the Commission. In order to facilitate trade operations the agreed deployment window needs to be aligned across all Member States per mode of transport and business model filing ENS and the sequence of the connection of the different parties. For example, all maritime carriers operating across ICS2 countries need to have the same deployment window irrespective in which country they file an ENS filing.

The maximum deployment window possible to be granted to the EOs for new functionalities from ICS2 R2 to R3 is from 1/3/2024 until 31/03/2025[1].

2.2 Principles

- The deployment window for the economic operators of either rail, road or maritime sector, authorized by the relevant National Authorities, needs to be preliminary coordinated between the Member States and the Commission. The deployment window is not applicable by default to the economic operators. There could be different deployment windows approved for each sector.
- The deployment windows need to be agreed and communicated to the economic operators early enough for proper planning, preparation and readiness.
- The agreed deployment window needs to be aligned across the business models and among the Member States and published in due time in order all impacted participants to be able to plan and implement the required technical solutions.
- ICS2 R3 functionality extends ICS2 R2 functionality from the perspective of new economic operators (new ENS filing types are added) with a common database behind. Consequently, there is no data migration envisaged between the two releases. There are no new business processes added.
- A pre-requisite for the application of the current ICS2 Transition from R2 to R3 is the full understanding and awareness of the scope of ICS2 R2 and R3.
- Deployment windows are primarily concerned with the operational readiness and, in addition, with the technical connectivity constraints.
- No customized technical solutions will be implemented in ICS2 R2/R3 architecture, processes or information exchanges to facilitate ICS2 Transition from R2 to R3.
- Entry formalities for the ENSs, which were lodged in ICS, will be finalised in ICS, irrespective of when the goods arrive at the Customs Office of First Entry.
- ICS is envisaged to be available for 200 days after the end of the ICS2 R3 deployment window. However, the Member States can take a decision to decommission their national ICS application earlier in case there are no active ENS(s) available.
- The NES implementation on the Member State side is ready for ICS2 R3 as of R2.

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[1] The maximum duration of the deployment window is still pending adoption.

3 ICS2 TRANSITION FROM RELEASE 2 TO RELEASE 3

3.1 Impact on economic operators already part of ICS2 Release 2

The economic operators already connected to ICS2 R2 are not impacted by the transition to R3 since there are no changes to the messages or any other functionalities.

3.2 Impact on operators that start filing Release 3 ENS filings

All cargo transported by maritime, rail and road mode of transport is currently covered by an ENS filed in ICS. Until the economic operators, transporting this cargo, connect to ICS2, they need to continue filing their ENSs to ICS.

3.2.1 Rail

The rail sector connects to ICS2 R3 with one complete ENS filing (F51) and a partial ENS filing (F41) for filing the receptacles for the postal consignments. Multiple filing of an ENS will also be introduced for the cargo transported by rail. Therefore, the deployment window for the rail mode of transport can be granted based on the type of filing the carriers and other supply chain actors concerned need to file.

In case of the **complete ENS filing (F51)** filed by the rail carrier, the deployment window can be granted until the end of this window foreseen in the UCC Work Programme.
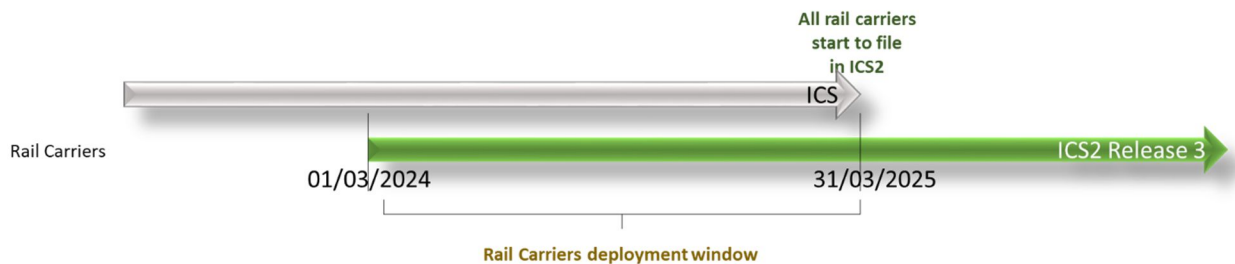

Figure 1 Rail carriers deployment window when complete ENS is filed

The postal operators are already filing F43 and F44 ENS filings for the **postal consignments transported by rail** (F43/F44 messages versions as of R2), which are expected to be complemented by F41 ENS filing by the rail carrier. Since the postal operators are already filing the ENS filings, the rail carrier can start their filing at any time from the launch of the Release 3 until the end of the deployment window.

In case **multiple ENS filings** will be used for the cargo transported by rail, the supply chain actors need to connect to ICS2 and start filing in a sequence – first, the rail carrier needs to start filing their master level ENS and only after that party that files house level information (House level filer) needs to start filing. Until carrier starts filing partial ENS in ICS2, they need to continue filing a complete ENS in ICS. The deployment window is granted to the rail carrier for a duration of e.g. 4 month. The House level filers get additional deployment window until the end of the deployment window foreseen in the UCC WP.
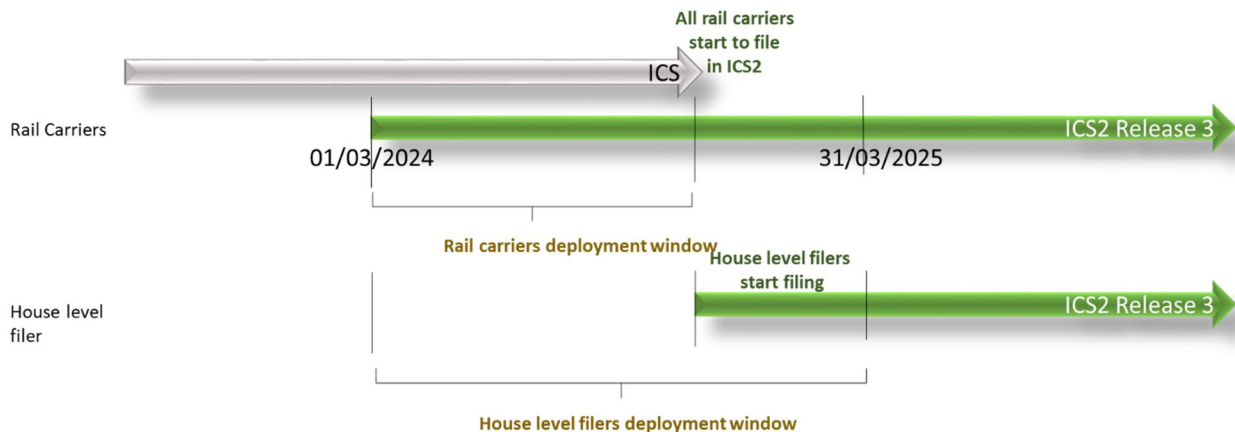

Figure 2 Rail carriers deployment window when multiple ENS filings are filed

3.2.2 Road

The road sector connects to ICS2 R3 with one complete ENS filing (F50) and a partial ENS filing (F40) for filing the receptacles for the postal consignments.

In case of the **complete ENS filing (F50)** filed by the road carrier, the deployment window can be granted until the end of this window foreseen in the UCC Work Programme.

The postal operators are already filing F43 and F44 ENS filings for the **postal consignments transported by road** (F43/F44 messages versions as of R2), which are expected to be complemented by F40 ENS filing by the road carrier. Since the postal operators are already filing the ENS filings, the road carrier can start their filing at any time from the launch of the Release 3 until the end of the deployment window.
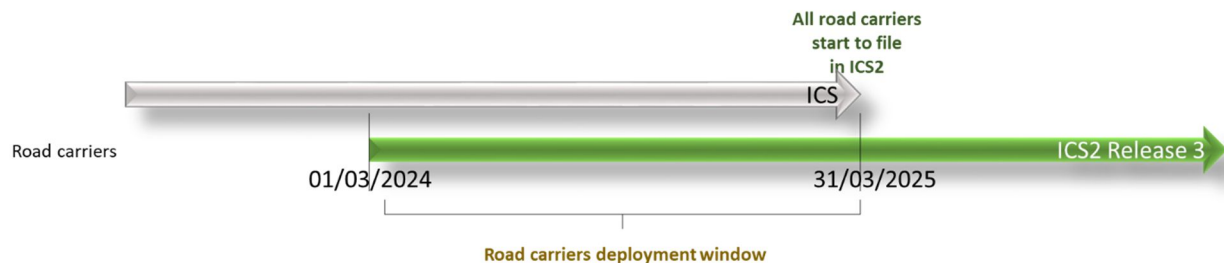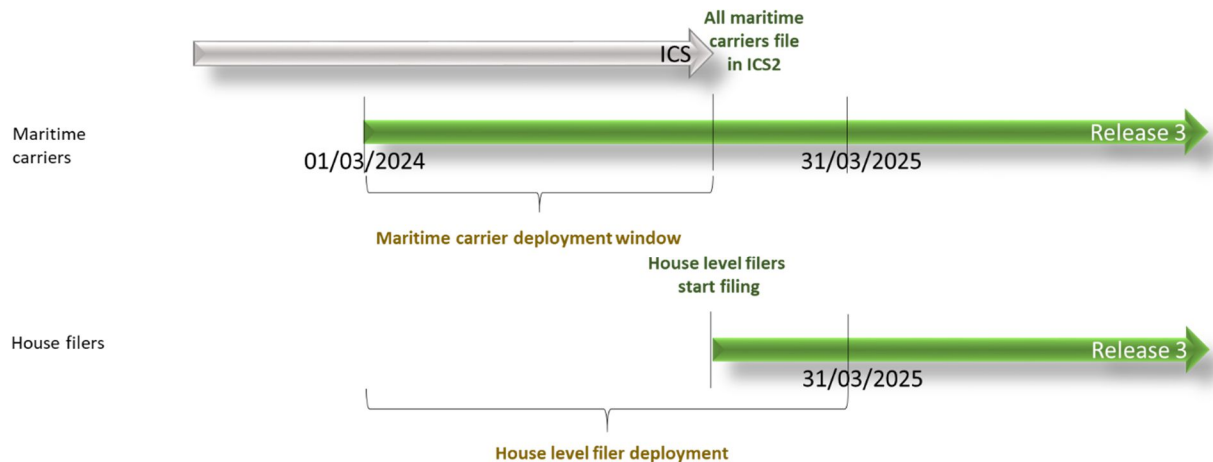

Figure 3 Road carrier deployment window

3.2.3 Maritime

The maritime sector connects to ICS2 R3 with the possibility of lodging complete ENS filings (F10, F11) and multiple ENS filings lodged by the carriers (filing ENS filing types F12, F13 or F45) and other supply chain actors (house level filers) (filing ENS filing types F14, F15, F16 or F17). In case there are deployment windows granted to both types of parties, then the two deployment windows should be synchronized and the carriers need to be connected first.

In case of the **complete ENS filing (F10, F11)** filed by the carrier, the deployment window can be granted until the end of this window foreseen in the UCC Work Programme.

In case the **multiple ENS filing** option is used, the carriers will connect to ICS2 first and start filing their Master level ENS filings (F12, F13, F45). Once the carriers are connected the House level filers can start connecting and filing. The deployment window granted to the carriers will be shorter than the overall duration of the deployment window (e.g. 4 month). The House level filers will get additional time until the end of the deployment window foreseen in the UCC WP to connect to ICS2 and start filing.

The postal operators are already filing F43 and F44 ENS filings for the **postal consignments transported by the maritime carriers** (F43/F44 messages versions as of R2), which are expected to be complemented by F45 ENS filing by the maritime carrier.

Figure 4 Maritime carrier and house filer deployment windows

3.2.4 Express consignments on road

The express carriers need to start filing ENSs for the consignments transported via road. The deployment window to file the **complete ENS filing (F34)** can be granted until the end of this window foreseen in the UCC Work Programme.
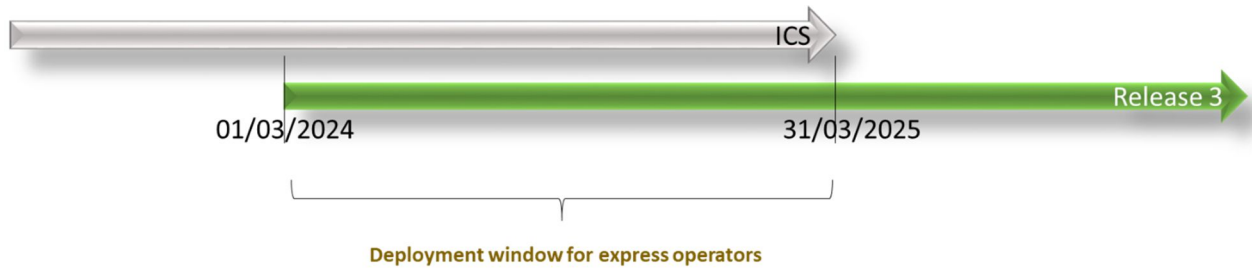
Figure 5 Express operators deployment window for consignments on road

4 CONCLUSIONS

The purpose of ICS2 transition from R2 to R3 strategy is to highlight the aspects of the transition which need to be further aligned and agreed among all involved parties – Member States, the Commission and the economic operators. The agreement within due time on the necessary measures to mitigate the possible disruptive cases (due to lack of connectivity to ICS2 R3) for all business models will allow the predictability, transparency and the coordination required for the proper utilisation of ICS2 R3.

5 ANNEXES

5.1 ICS2 R3 ENS filing types

F10	Sea and inland waterways – Complete dataset – Straight bill of lading containing the necessary information from consignee
F11	Sea and inland waterways – Complete dataset – Master bill of lading with underlying house bill(s) of lading containing the necessary information from consignee at the level of the lowest house bill of lading
F12	Sea and inland waterways – Partial dataset – Master bill of lading only
F13	Sea and inland waterways – Partial dataset – Straight bill of lading only
F14	Sea and inland waterways – Partial dataset – House bill of lading only
F15	Sea and inland waterways – Partial dataset – House bill of lading with the necessary information from consignee
F16	Sea and inland waterways – Partial dataset – Necessary information required to be provided by consignee at the lowest level of transport contract (the lowest house bill of lading)
F17	Sea and inland waterways – Partial dataset – Necessary information required to be provided by consignee at the lowest level of transport contract (straight bill)
F20	Air cargo (general) – Complete dataset lodged pre-loading
F21	Air cargo (general) – Partial dataset – Master air waybill lodged pre-arrival
F22	Air cargo (general) – Partial dataset – House air waybill lodged pre-arrival
F23	Air cargo (general) — Partial dataset — Minimum dataset lodged pre- loading in accordance with Article 106(1) second subparagraph of Delegated Regulation (EU) 2015/2446 without master air waybill reference number
F24	Air cargo (general) — Partial dataset — Minimum dataset lodged pre- loading in accordance with Article 106(1) second subparagraph of Delegated Regulation (EU) 2015/2446 with master air waybill reference number
F25	Air cargo (general) — Partial dataset — Master air waybill reference number lodged pre-loading in accordance with Article 106(1) second subparagraph of Delegated Regulation (EU) 2015/2446
F26	Air cargo (general) — Partial dataset — Minimum dataset lodged pre- loading in accordance with Article 106(1) second subparagraph of Delegated Regulation (EU) 2015/2446 and containing additional house air waybill information
F27	Air cargo (general) — Complete dataset lodged pre-arrival
F28	Air cargo (general) — Complete dataset lodged pre-loading – Direct air waybill
F29	Air cargo (general) — Complete dataset lodged pre-arrival – Direct air waybill
F30	Express consignments — Complete dataset lodged pre-arrival
F31	Express consignments on air cargo general – Complete dataset lodged pre-arrival by the express operator
F32	Express consignments — Partial dataset — Minimum dataset lodged pre-loading in accordance with Article 106(1) second subparagraph of Delegated Regulation (EU) 2015/2446
F33	Express consignments on air cargo general – Partial dataset – House air waybill lodged pre-arrival by a person pursuant to Article 127(6) of the Code and in accordance with Article 113(1)
F34	Express consignments on road – Complete dataset lodged pre-arrival
F40	Postal consignments – Partial dataset – Road Master bill of lading
F41	Postal consignments – Partial dataset – Rail master transport document information
F42	Postal consignments – Partial dataset - Master air waybill containing necessary postal air waybill information lodged in accordance with the time-limits applicable for the mode of transport concerned
F43	Postal consignments — Partial dataset — Minimum dataset lodged pre- loading in accordance with Article 106(1) second subparagraph of Delegated Regulation (EU) 2015/2446
F44	Postal consignment — Partial dataset — Receptacle identification number lodged pre-loading in accordance with Article 106(1) second subparagraph of Delegated Regulation (EU) 2015/2446
F45	Postal consignments – Partial dataset – Sea and inland waterways

F50	Road mode of transport
F51	Rail mode of transport

Table 5: ICS2 R3 ENS filing types

End of document

EUROPEAN COMMISSION
DIRECTORATE-GENERAL
TAXATION AND CUSTOMS UNION
Digital delivery of Customs and Taxation Policies
Processes & Data, Customer Relationship and Planning

Ek-3

Brussels
TAXUD.B.1/VP (2022)7898219

NOTE FOR THE ATTENTION OF TRADE CONTACT GROUP (TCG)

Subject: Import Control System 2 (ICS2) Release 3 communication campaign

This note is for the special attention of Trade Contact Group members that represent Economic Operators directly affected by ICS2 Release 3, namely Economic Operators involved in transportation of goods to or via the European Union (including in this respect Norway and Switzerland, as members of the European Union customs security area) in maritime, inland waterways, railway and road transport mode, including:

- Carriers

- Postal and express operators

- Express international couriers providing on-time delivery services, but are not acting as express carriers

- Freight forwarding logistics companies

- Ultimate consignees established in the EU (only in maritime transport mode)

To increase safety and security in the international movement of goods and advance the customs processes and systems, the European Union (EU) launched ICS2 in March 2021, under the EU's new customs pre-arrival safety and security risk analysis regulatory regime.

ICS2 is an essential EU instrument for strengthening the first line of defence in protecting security, health and safety interests of the EU, its citizens and legitimate businesses. At the same time, ICS2 enables a more efficient and effective external border control framework and facilitates movement of legitimate trade across the EU external borders.

The ICS2 system rollout is taking place through three releases.

- On **15 March 2021**, **Release 1** of the new system, affecting express carriers and postal operators shipping to the EU by air, became effective.

- On **1 March 2023**, **Release 2** will come into force and bring general air cargo in the scope of ICS2 requiring postal operators (including their entities, called ETOE – extraterritorial offices of exchange), express and air carriers, freight forwarders and express couriers to comply with the relevant ICS2 requirements.

- As of **1 March 2024**, **Release 3** will be implemented and require also operators carrying goods on maritime, inland waterways, roads, and railways to comply with the new set of regulations.

ICS2 implementation concerns businesses with an international setup or global supply dealing with third countries and great number of economic operators (EO) will be affected worldwide, including the smaller businesses outside the EU (such as logistics companies) and businesses receiving goods in the EU (consignees, importers).

Each release requires EOs to update both business processes and IT implementation activities. This includes creation of new functionalities and processes, building of IT systems to support the sending of data, testing, as well as implementation.

It is crucial that EOs are prepared for timely development, testing, deployment and running of their IT system to meet the EU requirements relevant to ICS2.

To ensure that affected EOs and their representatives are aware of the upcoming ICS2 Release 3 and understand the steps their businesses need to take in order to prepare for the transition, DG TAXUD is running a global communication campaign.

1. **The main communication objectives:**

   - **Boost the awareness among affected EOs**. Emphasis will be put on the new stakeholders in the maritime, road and rail sector.

   - **Encourage EOs to further seek out further information** on how ICS2 in general and Release 3 specifically impact their business and how to get prepared.

   - **Call EOs' attention to take the steps needed** to integrate ICS2 requirements into their daily operations in time.

2. **Target audience:**

   - **Primary Stakeholders** - EOs who must change how they interact with EU customs authorities and their partners, as well as how and when they process information on their consignments and how they implement various steps and processes when bringing goods into the EU, to comply with the ICS2 requirements.
     - Maritime, inland waterways, railway and road carriers
     - Maritime, inland waterways, railway and road express international couriers providing on-time delivery services, but are not acting as express carriers
     - Freight forwarding logistics companies
     - Ultimate consignees established in the EU (in maritime transport mode)

   - **Secondary Stakeholders** – those who do not need to interact with the EU customs but who may nevertheless be impacted by ICS2 Release 3, either because their normal supply chains for sending or receiving goods will be altered, or because they may need to provide additional information about their goods.
     - Manufacturers, exporters and individuals from outside the EU

   - **Multipliers** – relevant trade associations/organizations/companies will be requested to support the awareness raising action and act as message multipliers for the campaign.
     - Trade associations of primary and secondary stakeholders
     - International organizations or local organizations in main target countries
     - Main industry stakeholders
     - EU delegations and representations in target countries

3. **Planned communication actions:**

- **Production of factsheets, audio-visual, and visual material**

  Factsheets and audio-visual material will be prepared for:

  - publication on the dedicated EU webpage
  - use in the social media campaign
  - use in the communication kit shared to potential multipliers

  To have a global outreach, the factsheets and the audio-visual material will be available in the following languages: Arabic, Chinese, English, French, German, Japanese, Portuguese, Russian, Spanish, and Turkish.

- **Social media campaign targeting affected EOs and their trade associations**

  Social media will be a key campaign channel, as it allows reaching decision makers and relevant representatives from all target categories. Raising general awareness towards directly and indirectly affected stakeholders in 3 phases. Besides **organic** content coverage for the full period, all phases include shorter **paid campaigns** as well.

  - **August 2022 – October 2022 - 'teaser' phase**

    Drive directly affected stakeholders towards preparing for the ICS2 Release 3, preparing their IT systems for the mandatory EU Conformance Testing. Teaser part will also emphasize on the approaching deadline.

  - **June 2023 – April 2024 - 'heavy launch' phase**

    Informing stakeholders that the system will go live soon (before 1 March 2024) and that the system is operational (after 1 March 2024).

    Drive directly affected stakeholders to prepare for the ICS2 Release 3 and to take the necessary measures to comply with it.

    Emphasize on the risk of business disruptions at EU customs in case of non-compliance.

  - **May 2024 – June 2024 - 'deployment window and ICS phasing out'**

    Strengthen the messages with the information that by the end of deployment window affected EOs need to file ENS to ICS2 and that ICS1 is phasing out.

- **Outreach to potential multipliers with a communication kit**

  Encouraging potential multipliers to actively support the campaign is also an important tool to raise awareness of ICS2 Release 3. A master communication toolkit will be developed including:

  - An official letter in English and/or a press release about Release 3 launch localized in campaign languages
  - A tailored pre-made editorial calendar in English for social media channels
  - Factsheets localized in campaign languages
  - A video about Release 3 in English with subtitles in the campaign languages

- **Webpage update**

The ICS2 Webpage Import Control System 2 (ICS2) (europa.eu) will be updated to contain all the information necessary for stakeholders to prepare for Release 3, including FAQ updates.

- **Press material**

  Press releases and articles will complement the other communication activities and keep the relevant specialised media outlets connected and interested in covering the ICS2 content. Interviews can also be arranged with DG TAXUD.

- **Event organization**

  To reach target audiences from all target countries and regions, online or hybrid events can be organized in partnership with large international trade associations.

- **Awareness raising at trade events**

  International industry events will be mapped for selecting the most relevant speaking opportunities for ICS2 Release 3 communication.

- **Awareness raising of partner customs authorities in non-EU countries with a request to reach out to their business community**

  Presenting on ICS2 Release 3 at the relevant events will also contribute to the global awareness raising.

- **eLearning modules**

  It is also planned that eLearning modules will be prepared and communicated to the EOs, one for each relevant transport mode.

4. <u>Timing</u>

- The main campaign started in August 2022 and will run until June 2024.
- Follow up can take place from July 2024. Planning is ongoing.

5. <u>Status of the activities</u>

- Organic social media campaign has already been started and will be continuous.
- Awareness raising presentations at customs events are already planned for 2022.
- Identification of target countries is ongoing, based on the import to the EU in the relevant transport modes.
- The planning of other actions is ongoing at his stage.

DG TAXUD will provide update on the progress and the planning of the ICS2 Release 3 communication campaign at the ECCG/TCG meetings and at the ICS2 Trans-European Coordination meetings.

Trade associations are kindly encouraged to disseminate TAXUD's campaign material.

Furthermore, collaboration with trade associations in the communication campaign is possible in the following ways:

- re-tweeting of ICS2 related tweets from @EU_taxud to their Twitter accounts,

- inclusion of ICS2 material developed by TAXUD (factsheets, animated video, banners, news) on their website, newsletter, intranet, social media),

- provision of feedback from trade associations on the campaign factsheets (please note that the integration of feedback remains at TAXUD's discretion and there will be limited time to provide your feedback, as the production of communication material follows specific steps and related planning).

Please note, that although webinars, organized by TAXUD for trade associations, will not be part of the communication campaign, it will also be an important tool to share information on ICS2 Release 3 and clarify questions from the trade associations.

Should you have comments or suggestions on the above explained communication plans, we kindly ask you to please send it to TAXUD-ICS2-PROJECT-TEAM@ec.europa.eu, by **1 December 2022.**

Please also inform TAXUD-ICS2-PROJECT-TEAM@ec.europa.eu, by **1 December 2022**, if you are interested in receiving the campaign factsheets relevant to your activity area and sharing your feedback to TAXUD.

Furthermore, we highly appreciate if you will share with DG TAXUD ICS2 Team (TAXUD-ICS2-PROJECT-TEAM@ec.europa.eu) suggestion about

- upcoming relevant key industry events, where presentation on ICS2 Release 3 by TAXUD could help to better reach out to the affected EOs – when information arises

- potential multipliers in the area of your activity (transport mode) – by **16 January 2023.**

To have a view on the communication materials produced in the campaigns for ICS2 Release 1 and Release 2, please visit our **ICS2 webpage** Import Control System 2 (ICS2) (europa.eu) and check out our posts at **@EU_taxud** Twitter account.

Your feedback is most welcome.

Electronically signed   Electronically signed

Klemen OVEN   Diego PAPALDO
Head of Sector   Head of Unit

c.c.:   Mr P.J. Santos, Mr D. Papaldo, Ms S. de Coster, Mr K. Oven, Ms E. Traynor, Ms C. Pirva, Ms V. Pecsi