

Communication campaign



PROMOTIONAL PACK

2 June 2025

Introduction

In 2025, we celebrate the 40th anniversary of the signing of the Schengen Agreement on 14 June 1985.

Schengen is one of the European Union's most tangible achievements, representing the removal of internal border controls between Member States to create a shared and unified space of freedom and security.

Eurobarometer Survey on Schengen conducted in 2024 ([FL549](#)), found that **six out of ten EU citizens would like to know more about Schengen**. The 40th anniversary is an opportunity to communicate on Schengen.

To celebrate Schengen's 40th anniversary, we've created a set of communication materials. This pack includes:

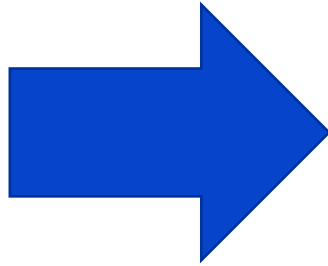
- Key data
- Messages
- Visual identity
- Social media products and video
- Printable materials
- Schengen webpage



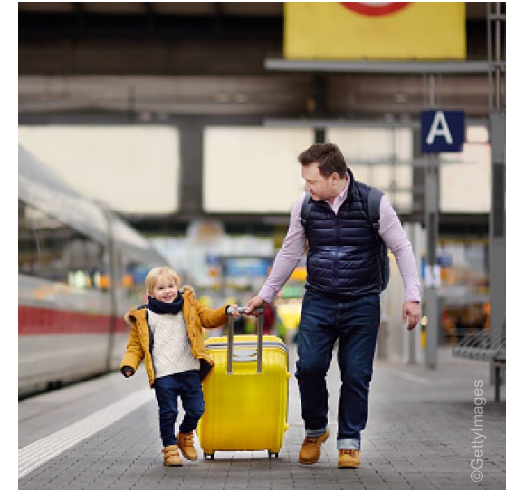
Historic change



From **long border checks**



To **seamless travel** with no passport controls for millions of Europeans



40 YEARS OF SCHENGEN

FREEDOM AND SECURITY



29 countries in the Schengen area (25 EU and 4 associated countries)



450 million people live in the Schengen area



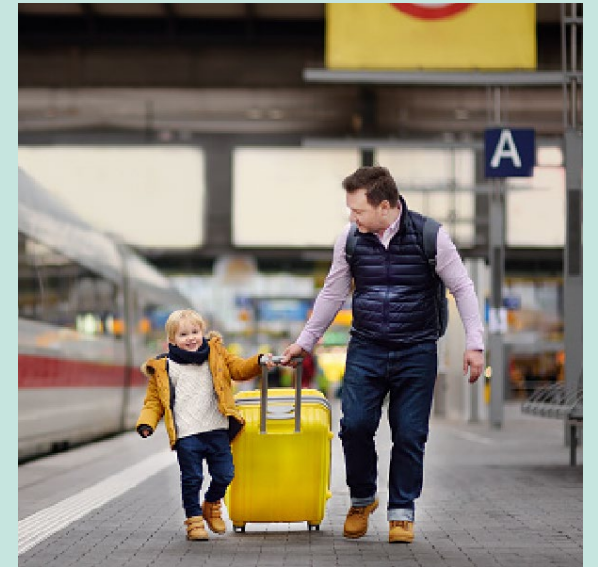
3.5 million people cross internal borders every day



32 million enterprises in the Schengen area benefit from faster transportation, reduced costs and boosted trade volume

Messages

- Schengen means **freedom**: 450 million people travel without passport control for work, study and tourism.
- Schengen means **security**: countries work together to protect external borders, fight crime and manage migration.
- Schengen means **prosperity**: no border checks mean easier trade, lower costs and more jobs.



Videos

Main video on Schengen [under this link](#)

Reel (in production)

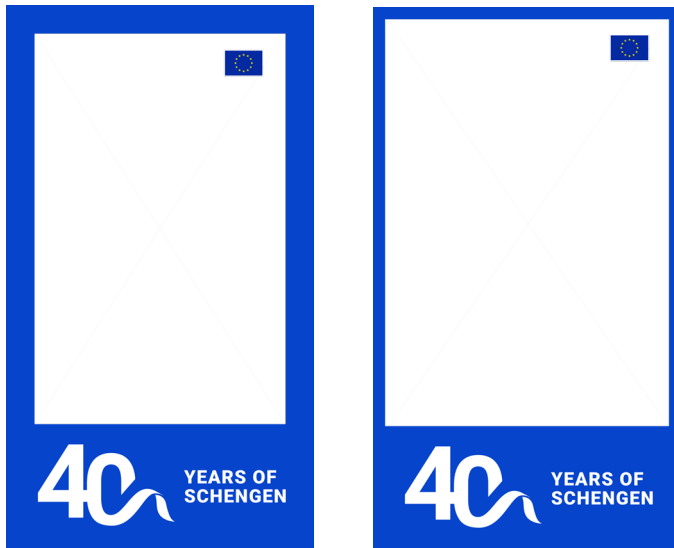
Video with testimonials (in production)



Social Media Assets

Hashtag #Schengen40

Digital frames



Suggested social media post copy



Schengen turns 40! ❤️

It connects 450+ million people and is the world's top travel destination.

Let's celebrate the freedom to travel, study and work throughout Europe.

Share your favorite #Schengen40 trip in the comments



Digital Stickers



Printable Stickers



#Schengen40 Postcard



#Schengen40 Selfie Frame



Include Schengen40 in your communications!



Link: [Schengen Anniversary 40 - European Commission](https://ec.europa.eu/schengen40/)

Hashtag: #Schengen40

Messages: Schengen means freedom, prosperity, security

Visual:



Thank you!

Questions?

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