



Corporate content on communication for outreach networks

European Commission, Directorate General for Communication, unit C.4

To keep you in the big picture

The COMPETITIVENESS COMPASS is out

This is the landmark initiative of this Commission and will frame the work of its entire mandate. The Compass combines industrial policies, investments and reforms united around a common vision, that establishes competitiveness as an overarching principle around 3 transformational imperatives: (i) the link between decarbonisation and competitiveness; (ii) the need to close the innovation gap; (iii) reducing excessive dependencies and increasing security. How to do it? Thanks to horizontal enablers like a major simplification exercise, a resolute move towards matching skills and labour market demands, and new financing tools projected also into the next EU multiannual financial framework. You find it here: [EU Compass to regain competitiveness](#).

A Strategic Dialogue on the Future of the European Automotive Industry is now on the table

As promised in November 2024, the Commission recognizes the urgency and severity of the situation, and the need for decisive action, ensuring that the future of cars remains firmly rooted in Europe. 22 key players from the automotive sector actively participated yesterday in the first high level discussion on the future of the European Automotive Industry. This industry is a vital engine for European prosperity, supporting over 13 million direct and indirect jobs and contributing approximately €1 contributing some 7 percent of its GDP. However, the automotive industry is in the middle of deep structural shifts, driven by technological changes, digitalization, decarbonization, new competitors and a changing geopolitical context. An Action Plan will be presented on the 5th of March which will address a broad range of issues relevant for the sector. Stay tuned on this Action Plan. Find more [here](#).

COVID-19 vaccines to ensure preparedness and continued protection of European citizens

The Commission does sustainable efforts to enhance preparedness and secure supply of medical countermeasures to protect the most vulnerable against COVID-19. The Commission signed on behalf of 17 participating countries, including 15 EU Member States, a joint procurement framework contract with the pharmaceutical company Moderna. The participating countries will be able to order up to 146 million doses of the mRNA COVID-19 vaccine, as needed depending on national context and with no minimum amount of doses to be bought. For more information click [here](#).

Commission proposes tariffs on remaining agricultural products and on fertilisers from Russia and Belarus

The Commission continues to support EU farmers as shown on the latest proposal to impose tariffs on several agricultural products from Russia and Belarus, as well as on certain nitrogen-based fertilisers. With this measure, the Commission strengthens food security, supports domestic agricultural and fertiliser industries, and reinforces economic measures against Russia's war of aggression. Next steps: Once adopted by the European Parliament and the Council, a number of agricultural imports from Russia would be the subject of EU tariffs. The tariffs are expected to negatively impact Russian export revenues thus impacting Russia's ability to wage its war of aggression against Ukraine. Find out [more](#).

First Youth Policy Dialogue for Commissioner Micallef in Athens

As you may recall, the EC President requested in her mission's letters to the Commissioners to include an annual Youth Policy Dialogues within the first 100 days so that young people can be heard and can help shape the work of the Commission. Last Tuesday, Commissioner Glenn Micallef's hosted his first Youth Policy Dialogue in Athens where he met 30 young people to discuss topics that matter to them. These young people were able to express their views, raise questions, share ideas and make suggestions, being an opportunity to gather youth views in the context of preparations for the Culture Compass (EU's future strategic framework on culture). Find next dates [here](#).

Might wish to share among your networks

AdWiseOnline initiative on child and youth consumer protection in digital environments

DG CONNECT and DG JUST together with their networks of [European Safer Internet Centres \(SICs\)](#) and [European Consumer Centres \(ECC-Net\)](#) ask for your help to publicize the campaign on AdWiseOnline, an initiative within the framework of the [Better Internet for Kids \(BIK\) project](#) on child and youth consumer protection in digital environments which aims to raise awareness about manipulative digital marketing practices, enhance young people's understanding of digital marketing and online advertising and empower them with knowledge about their online rights as young consumers.

The following resources designed to support parents, caregivers, teachers, educators, and other professionals in guiding young consumers through marketing traps in online games are available:

- Guide "Be wise - Outsmart online ads and traps!" in all EU languages + Albanian, Icelandic, Macedonian, Norwegian and Ukrainian is available [here](#).
- Podcast on "The psychology of marketing manipulation in gaming - Advice for families to protect and empower youth", available in EN is already available [here](#). Second episode should be available soon.
- Recording of the webinar on "How can parents protect kids from marketing traps in online games" that took place last week is available in EN [here](#).

- Second webinar “Educators' guide to gaming marketing tactics and children's consumer rights online” in EN will take place on **5 February 2025 at 17:00**. More information and registration can be found [here](#).
- The [promotional pack](#) can be localised to the national context: contact your local [ECC](#) or [SIC](#) for already translated material.