

**Question for written answer E-000996/2022  
to the Commission**

Rule 138

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Subject: Advertising activities and information campaigns to promote the EU Blue Card

With the approval of the Directive on the conditions of entry and residence of third-country nationals for the purpose of highly qualified employment, Member States, in order to reinforce and promote the EU Blue Card scheme, are encouraged to strengthen their advertising activities and information campaigns, including, where appropriate, those directed at non-EU countries.

During the interinstitutional negotiations on the directive, the Commission recognised the importance of informing and promoting the EU Blue Card in the Member States, but also and above all in non-EU countries, in order to make it an effective tool.

Considering that the Commission has delegations in many non-EU countries, we would like to ask it the following questions:

1. Has it prepared an information plan on the new opportunities that the EU Blue Card offers?
2. Is it considering launching an advertising campaign to raise awareness of the EU Blue Card within the EU and in non-EU countries?
3. Has it already started coordinating and monitoring the measures taken by Member States to ensure they provide the same level of information and promotional and advertising activities on the EU Blue Card as they do for national residence permits?