

DECISION OF THE COLLEGE OF THE  
EUROPEAN PUBLIC PROSECUTOR'S OFFICE  
OF 24 SEPTEMBER 2025  
ADOPTING THE COMMUNICATION STRATEGY OF THE  
EPPO, AND REPLACING AND REPEALING  
DECISION 019/2021 OF THE COLLEGE

The College of the European Public Prosecutor's Office (EPPO),

Having regard to Council Regulation (EU) 2017/1939 of 12 October 2017 implementing enhanced cooperation on the establishment of the European Public Prosecutor's Office ("EPPO") (hereinafter referred to as "the EPPO Regulation"<sup>1</sup>), and in particular Articles 5 and 9 thereof,

Having regard to the Decision 019/2021 of the College of the EPPO of 24 March 2021 on the Communication Strategy,

Whereas:

- (1) The Communication Strategy of the EPPO is guided by respecting the rights enshrined in the Charter of Fundamental Rights of the European Union<sup>2</sup>, in particular the right to private and family life, the protection of personal data and presumption of innocence, and promoting the EPPO's values.
- (2) The EPPO is essential for the rule of law in the EU, as a central pillar of its antifraud architecture, external communication by the EPPO serves primarily the purpose of promoting awareness and trust of EU citizens in the EPPO, along with its activities and results thereof, thereby in turn increasing the effectiveness of the EPPO, by augmenting the number of crimes reported directly to the EPPO from across the European Union.
- (3) Effective internal communication is essential for the EPPO to function as a single office.
- (4) The evolution of the EPPO since the start of its operations in June 2021 requires an updated Communication Strategy.

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<sup>1</sup> OJ L 283, 31.10.2017, p.1.

<sup>2</sup> OJ C 326, 26.10.2012, pp. 391.

Therefore, it is appropriate that the Decision 019/2021 of the College of the EPPO of 24 March 2021 on the Communication Strategy is repealed and replaced by a decision adopting an updated Communication Strategy of the EPPO.

Has adopted this decision:

#### Article 1

##### *Communication Strategy*

The Communication Strategy included in the Annex which forms an integral part of this Decision is hereby adopted.

#### Article 2

##### *Replacement and repeal*

1. On the date of the entry into force of this Decision, the Decision 019/2021 of the College of the EPPO of 24 March 2021 on the Communication Strategy is hereby replaced and repealed.
2. References to the Decision replaced and repealed according to paragraph 1 shall be construed as references to this Decision.

#### Article 3

##### *Entry into force*

This Decision shall enter into force on the day following that of its adoption.

Done at Luxembourg on 24 September 2025.

**On behalf of the College,**

**Laura Codruța KÖVESI**  
**European Chief Prosecutor**

## ANNEX

# Communication Strategy of the European Public Prosecutor's Office (EPPO)

The European Public Prosecutor's Office (EPPO) is essential for the rule of law in the EU, as the central pillar of its antifraud architecture.

Through clear, consistent, and impactful communication, we ensure that our staff are informed and aligned, our partners are engaged, and that EU citizens are aware that EPPO is an institution they can trust.

The aim of our communication strategy is that when people hear "EPPO", they think of justice, independence and efficient action.

This strategy sets out how the EPPO, as a single office, speaks with one voice to build lasting credibility. The strategy is complemented by a **Communication Policy** with guidelines on:

- Public communication about EPPO investigations, including an overview of national legal provisions and/or guidelines on the communication of prosecutors to the media.
- The use of social media by the EPPO and its staff members.

The European Chief Prosecutor oversees all EPPO communications, with authority delegated when needed to the Spokesperson, Communication Sector, or specific prosecutors or staff members.

## 1. External communication

Our external communication is a decisive tool for building awareness and credibility among EU citizens and partners. It must be consistent and impactful.

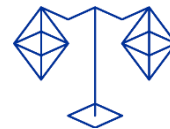
As a rule, all external communications originate from the Central Office in Luxembourg, with exceptions requiring prior approval from the European Chief Prosecutor and/or Head of Communication Sector.

Guidelines on how to communicate externally about EPPO investigations and simplified procedures are provided in the Communication Policy.

### 1.1. Consistency

A good reputation takes years to build and can be lost in a day. The EPPO speaks with **one voice** to ensure consistency and credibility.

All messages must align with the EPPO's values, in addition to:



- Protection of private and family life
- Protection of personal data
- Presumption of innocence
- Fairness of proceedings
- Confidentiality of investigations

The **corporate visual identity** must be consistently applied, per the EPPO style guide, to enhance recognition.

## 1.2. Target audiences

The EPPO's external communication targets diverse audiences, tailoring messages to their needs:

- Journalists;
- Institutional stakeholders and partners;
- Judicial and law enforcement authorities;
- Academia;
- General public.

## 1.3. Communication channels

To shape public perception and deliver messages effectively, we must be present wherever our audiences are. The combined use of all the channels ensures maximum reach and impact.

The EPPO uses both traditional and digital channels. Opportunities are constantly explored, as new channels may emerge.

- **Traditional channels:** Press releases, media interviews, targeted emails, and newsletters remain essential for credibility, formal outreach, and reaching institutional stakeholders who rely on verified sources. They are the foundation for accurate, fact-based reporting and long-term reputation building.
- **Digital channels:**
  - The corporate website is the central hub for all external communications and institutional transparency.
  - Social media is a direct and unfiltered line to citizens, journalists, and other stakeholders. Social media allow us to control our narrative, respond in real time, and amplify our work to audiences beyond traditional news cycles. They are essential for visibility, engagement, and building an informed community around EPPO's mission. The EPPO's official social media accounts are managed by the Communication Sector. Separate guidelines on social media use are provided in the Communication Policy
- **Creative outreach:** For the EPPO to become a name that speaks for itself, beyond institutional or professional circles, it has to be recognised as a symbol of justice in popular culture. The aim is to see EPPO-themed stories and scenarios come to life on streaming services, crime series, novels and beyond, captivating audiences worldwide.

## 2. Internal communication

Internal communication plays a vital role in fostering effective collaboration, and a sense of belonging among EPPO staff. It must be clear and purposeful.

## 2.1. Clarity

While internal communication is a shared responsibility across the EPPO, the Communication Sector plays a key role in ensuring balance. Its task is to safeguard clarity, by making sure that information reaches colleagues in a structured and manageable way, enough to keep everyone informed and engaged, but without creating overload. Messages should focus on what is essential for all staff to know, while additional details and resources could be made easily accessible on the intranet or through relevant units. This ensures clarity and consistency, prevents duplication, and allows colleagues to focus on what truly matters to their work.

## 2.2. Target audiences

The target audience of internal communication is everyone working at the EPPO, no matter the grade, location, or contract.

It can be identified in different subcategories of audiences, i.e.:

- The members of the College;
- European Delegated Prosecutors;
- Individuals working at the Central Office;
- Support staff of EDPs (NEDPA's).

## 2.3. Communication channels

We will use a mix of channels to ensure reach and engagement.

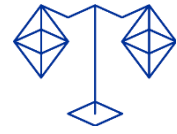
### Digital channels:

- **Intranet:** The core of the internal communication activities is the EPPO's intranet, which is the central hub for all non-operational information. The intranet is the go-to place for every staff member, and the aim is to continue to develop the site to conceive all updates, guidelines and documents divided in topical hubs.
- **Email:** Important news updates are duplicated through an email to all staff, to maximise the reach of the message.
- **Newsletters:** A weekly newsletter is sent to all staff summarising the main updates of the past week. A daily newsletter is sent with an overview of how the EPPO is portrayed in global media. Staff members can also subscribe to all public news updates via the corporate website.
- **Social media:** Staff members can stay informed about the EPPO's operational activities by following the EPPO's official channels on social media.

**EPPO branding:** branded items, backgrounds, logos etc. will continue to enhance the EPPO's visual identity and staff's sense of belonging. This is especially important for decentralised offices.

## 3. Feedback and evaluation

We will regularly measure the impact of our communication strategy, using both quantitative and qualitative indicators to guide improvements.



Internally, we track staff satisfaction, engagement with intranet and newsletters, and the use of EPPO-branded assets.

Externally, we assess the volume of outputs (press releases, website visits, social media growth) and the quality of our reach (media presence in high-impact outlets, EU-wide coverage, and audience engagement).