Communication
Covid19 tracing and warning Apps

eHealth Network
communication meeting

16 September 2020

Communication plan (1)

General objective:

To support Member States in the **uptake and endorsement by their citizens of the national tracing and warning Apps** in the fight against the Covid19 virus, by highlighting:

- the **usefulness** of the tracing Apps to reduce the spread of the virus and save lives, while ensuring freedom of movement
- the coordination at EU level to ensure the **interoperability** among national Apps and allow citizens to download a single App wherever they are in Europe
- to reassure citizens on the protection of their **personal data** used

European Commission

Communication plan (2)

Specifc objectives:

- to inform citizens about the **interoperability measures** put in place at European level through several guidelines and technical specifications adopted in spring 2020, legal acts (Implementing decision, July 2020) and the recent release of the **Federation Gateway** in October 2020

- to welcome the commitment of the Member States in testing the interoperability solution allowing the national apps to communicate with each other

European Commission

Communication plan (3)

Proposed actions by the Commission:

CORPORATE LEVEL

✓ **Publication of press releases**

PR 14/09 on the testing phase of the Federation gateway:
https://ec.europa.eu/commission/press corner/detail/en/IP_20_1606

PR scheduled for 15/10

✓ *Social media*

European Commission - Press release

Coronavirus: Commission starts testing interoperability gateway service for national contact tracing and warning apps

Brussels, 14 September 2020

To exploit fully the potential of mobile proximity contact tracing and warning apps to break the chain of coronavirus infections and save lives, the Commission is setting up an interoperability gateway service linking national apps across the EU. Today, an important milestone has been reached as a group of Member States starts testing the infrastructure. The Commission has kicked off test runs between the backend servers of the official apps from the Czech Republic, Denmark, Germany, Ireland, Italy and Latvia, and a newly established gateway server.

Thierry **Breton**, Commissioner for Single Market, said: *"Many Member States have implemented national contact tracing and warning applications. It is now time to make them interact with each other. Travel and personal exchange are the core of the European project and the Single Market. The gateway will facilitate this in these times of pandemic and will save lives."*

Stella **Kyriakides**, Commissioner for Health and Food Safety, added: *"Coronavirus tracing and warning apps working across borders can be powerful tools in our efforts to contain the spread of COVID-19. With cases on the rise again, apps can complement other measures like increased testing and manual contact tracing. If used widely enough, they can help us break the chains of transmission. We will not stop fighting on all fronts against the pandemic."*

In the fight against coronavirus, most Member States have launched a national contact tracing and warning app, or plan to do so. The setup of the interoperability gateway service by the Commission follows the agreement by Member States on technical specifications to deliver a European solution to ensure a safe exchange of information between the backends of national contact tracing and warning apps based on a decentralised architecture. This covers almost all such apps launched in the EU.

The gateway, a digital infrastructure that ensures the communication of information between national apps' backend servers, will ensure that apps will work seamlessly also cross-borders. Thus, users will only need to install one app and will still be able to report a positive infection test or receive an alert, even if they travel abroad.

The gateway will efficiently receive and pass on arbitrary identifiers between national apps to minimise the amount of data exchanged and thus reduce users' data consumption. No other information than arbitrary keys, generated by the national apps, will be handled by the gateway. The information exchanged is pseudonymised, encrypted, kept to the minimium, and only stored as long as necessary to trace back infections. It does not allow the identification of individual persons.

The gateway is developed and set up by T-Systems and SAP and will be operated from the Commission's data centre in Luxembourg. After testing, it will start to be operational in October.

Background

Since the outbreak of the coronavirus pandemic, Member States, backed by the Commission, have been assessing the effectiveness, security, privacy, and data protection aspects of digital solutions to address the crisis. Contact tracing apps, if fully compliant with EU rules and well coordinated, can
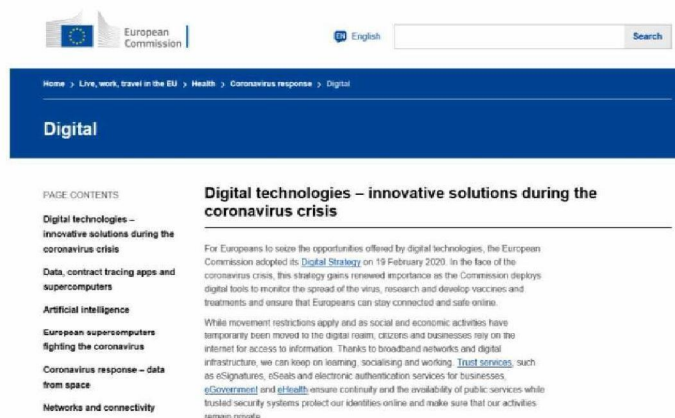
European Commission

Communication plan (4)

✓ *Update of the Europa webpages (by the 15/10)*

Corporate webpage on the Covid19 crisis: https://ec.europa.eu/info/live-work-travel-eu/health/coronavirus-response/digital_en

DG SANTE webpage on eHealth and Covid19: https://ec.europa.eu/health/ehealth/covid-19_en

Communication plan (5)

Proposed actions by the Commission:

TOOLKIT FOR MEMBER STATES

Composed of:

- ✓ **Key messages for media**: feedback expected from the Member States by the **18/09**

- ✓ **Key messages for citizens**: feedback expected from the Member States by the **18/09**

- ✓ **Common visual identity**: to be delivered byt the EC by the 15/10

European Commission

Communication plan (6)

✓ **Infographic**, in all EU languages:

- First version already available in English

- To be decided if changes need to be introduced: feedback from the MS expected **by the 18/09**

- All linguistic versions to be delivered by the 15/10

✓ **Video clip**, in all EU languages: to be delivered by the 15/10

Communication plan (7)

✓ **Where to store the communications materials?**

eHN Contact Tracing apps – Confluence:

5.1.2a

Contacts

5.1.2e

5.1.2e **@ec.europa.eu**

5.1.2e

5.1.2e 5.1.2e **@ec.europa.eu**

Thank you!