

VAT e-commerce rules

Communication campaign

Objectives

Raise awareness on the new VAT rules for online sellers (including SMEs), marketplaces/platforms and postal/express operators

Encourage the early uptake of OSS and IOSS for online businesses, including marketplaces/platforms.

Inform the consumers about the new rules for VAT on e-commerce



Key message

- From 1 July 2021 the VAT e-commerce rules will change. Check our website to see what this means for you.
- *“New future-proof VAT rules – VAT e-commerce made easy!”*

Target audience

Online sellers (EU and key non-EU countries)



Postal operators & couriers (EU and key non-EU countries)



Online marketplaces /platforms as deemed suppliers (EU and key non-EU countries)



General public / consumer (EU)



Visual identity

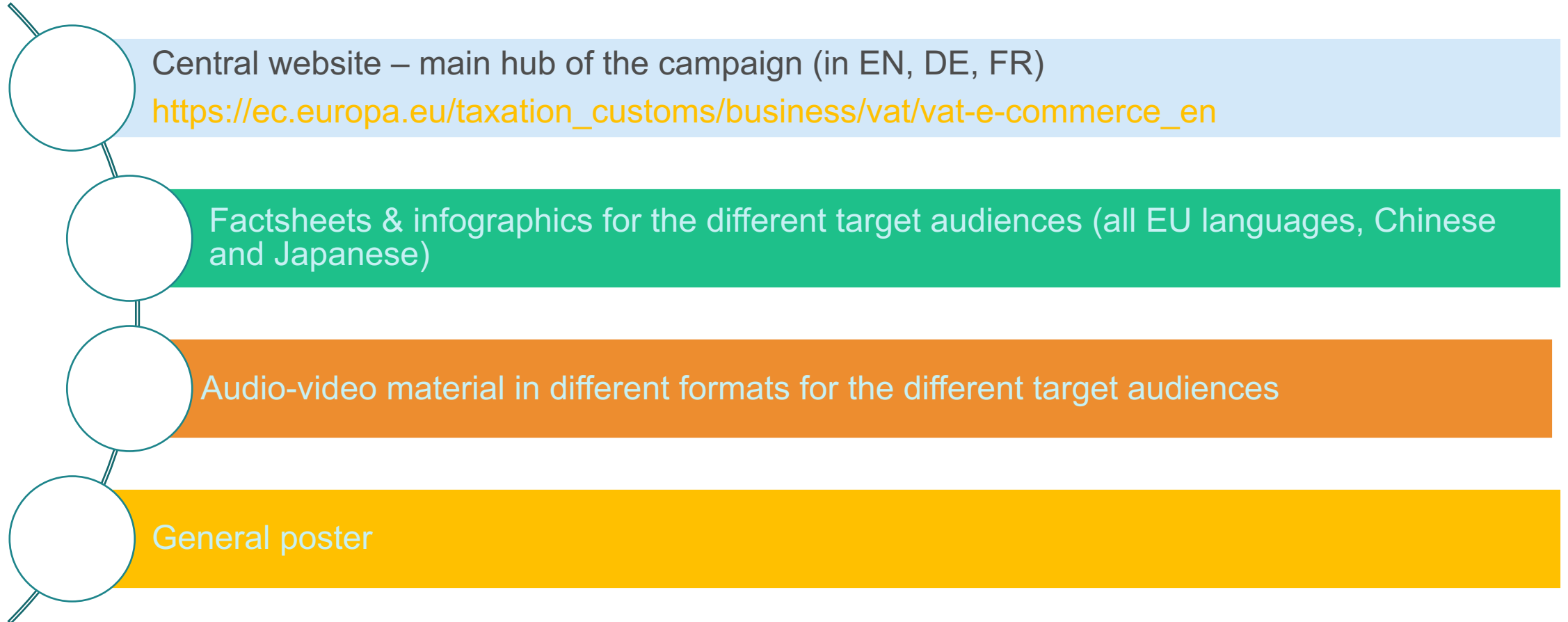
Hexagon & arrow

	General
	Online sellers
	Online electronic interfaces (e.g. marketplaces, platforms, etc)

Colour code / target audience

	EU consumers
	Postal and express operators, customs agents

Campaign material



Campaign tools



Social media campaign (paid and organic) targeting all target groups

Use of multipliers and networks

Articles/interviews in specialised press

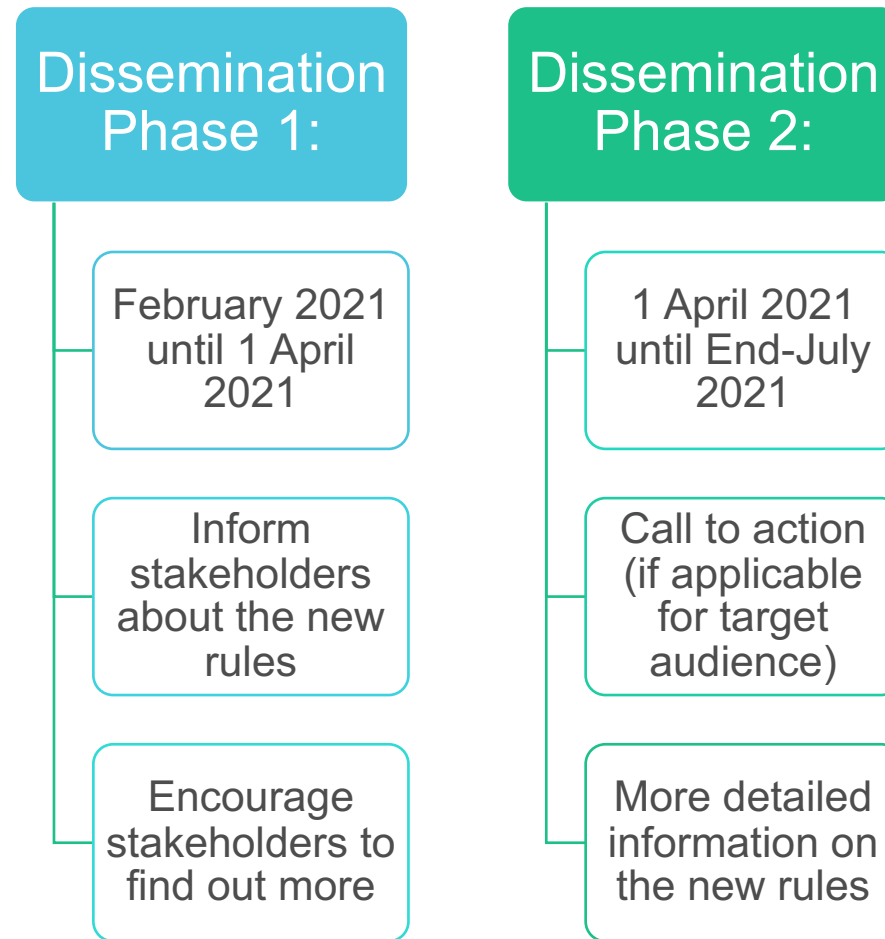
Guidance documents (resources)

VAT e-commerce
explanatory
notes

Guide to the VAT
One-Stop-Shop
(including IOSS)

Customs
Guidance

Timing



Keep in touch



https://ec.europa.eu/taxation_customs/business/vat/modernising-vat-cross-border-ecommerce_en



[@eu_taxud](https://twitter.com/eu_taxud)



[europeancommission](https://www.instagram.com/europeancommission)



[@EuropeanCommission](https://www.facebook.com/EuropeanCommission)



EU tax and customs



[European Commission](https://www.linkedin.com/company/european-commission)

Thank you



© European Union 2020

Unless otherwise noted the reuse of this presentation is authorised under the [CC BY 4.0](https://creativecommons.org/licenses/by/4.0/) license. For any use or reproduction of elements that are not owned by the EU, permission may need to be sought directly from the respective right holders.

Slide xx: [element concerned](#), source: [e.g. Fotolia.com](#); Slide xx: [element concerned](#), source: [e.g. iStock.com](#)

