



Home Office

# Points-based immigration system

## EU citizens campaign pack: Lithuanian

November 2020



# Campaign introduction

The UK left the EU on 31 January 2020 and **free movement** between the UK and the EU will end on 31 December 2020.

From 1 January 2021, the UK will implement a **new points-based immigration system** that treats EU\* and non-EU citizens equally, **prioritising skills and talent** over where a person comes from.

This means from 1 January 2021, EU, EEA and Swiss citizens who do not already live in the UK or have rights under the Withdrawal Agreement will need to meet **specific requirements** in order to **study or work** in the UK.

To **prepare EU, EEA and Swiss citizens for this change**, the Home Office communications team has launched a multi-channel communications campaign, currently rolling out in EU and EEA countries (and Switzerland) in 24 languages.

We are calling on **stakeholders to support** as much as possible, using the information and materials provided in this pack.

If you have questions, please contact the team at [\*\*EUcitizenscampaignPBS@homeoffice.gov.uk\*\*](mailto:EUcitizenscampaignPBS@homeoffice.gov.uk).

Thank you!



\*Please note, 'EU citizens' referred to in this pack campaign should be read to include EU, EEA and Swiss citizens.

# Objectives and KPIs

1. Increase **awareness** amongst EU, EEA and Swiss citizens in the EU that free movement is ending and that there will be a new UK immigration system operating from 1 January 2021.
2. Increase **understanding** amongst EU, EEA and Swiss citizens of what the new system means for them, specifically:
  1. If an EU, EEA or Swiss citizen wants to **work** in the UK from Jan 2021; they understand they need to apply through the new system, before they enter.
  2. If an EU, EEA or Swiss citizen wants to **study** in the UK for longer than 6 months; they understand they need to apply through the new system, before they enter.
  3. If an EU, EEA or Swiss citizen wants to **visit** the UK; they understand they can enter without a visa and stay for up to 6 months.
3. Encourage EU, EEA and Swiss citizens who want to come to the from 1 January 2021 to engage with communications and **visit [GOV.UK](https://www.gov.uk)** to find out more about how to **comply** with the new system.



Please note, 'EU citizens' referred to in this pack campaign should be read to include EU, EEA and Swiss citizens.

# Key campaign messages

The campaign will run in 24 languages across all 30 EU and EEA countries (and Switzerland). Activity begun on 11 November and will roll out across all countries throughout November 2020 and into December 2020. A second phase of the campaign is planned for January 2021 to March 2021, once the new system has gone live. Please note, campaign activity will not run in Ireland.

## Key messages:

- The rules for EU, EEA and Swiss citizens looking to work/study in the UK from 1 January 2021 are changing. The UK left the EU on 31 January 2020 and free movement between the UK and the EU will end on 31 December 2020.
- From 1 January 2021, the UK will implement a new points-based immigration system that treats EU\* and non-EU citizens equally, prioritising skills and talent over where a person comes from.
- EU, EEA and Swiss citizens who want to work or study in the UK from 1 January 2021 will need to meet certain requirements under the UK's new points-based immigration system.
- EU, EEA and Swiss citizens arriving in the UK from 1 January will need to check if they are eligible and apply for a visa online, before they enter the UK.
- Under the new system, EU, EEA and Swiss citizens will be able to continue to visit the UK without applying for a visa and in most cases, will be able to stay for up to six months. Visitors may participate in a wide range of activities, including tourism, visiting family and friends, short term study and business-related activities.
- Those eligible for status under the EU Settlement Scheme are not affected.
- Find out more at [GOV.UK](https://www.gov.uk)

Guidance

**The UK's points-based immigration system: information for EU citizens**

Information about the UK's points-based immigration system for EU, EEA and Swiss citizens who will arrive in the UK after 31 December 2020.

Published 19 October 2020  
Last updated 26 October 2020 — [see all updates](#)  
From: [UK Visas and Immigration](#)

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Related content

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- [Exclusion from the UK: decisions and orders](#)
- [Visiting the UK from 1 January 2021](#)
- [Frontier workers in the UK: rights and status](#)
- [Family members of points-based system migrants](#)

Overview

The UK left the European Union on 31 January 2020. Free movement between the UK and the European Union will end on 31 December 2020. From 1 January 2021, the UK will implement a points-based immigration system that treats EU and non-EU citizens equally, prioritising individuals' skills and talent over where a person comes from.

This means from 1 January 2021, if you do not already live in the UK or have rights under the Withdrawal Agreement, you, as an EU, EEA or Swiss citizen, will need to meet specific requirements in order to study or work in the UK. You will also need to pass relevant checks, including UK criminality checks. You can continue to visit the UK for up to 6 months without applying for a visa and may participate in a wide range of activities, including tourism, visiting family and friends, short term study and business-related activities, such as events and conferences.

The campaign will direct to translated [GOV.UK](#) pages for further information about working, studying and visiting the UK under the new system.

The campaign will direct to information about the UK's new points-based immigration system in Lithuanian:

[GOV.UK/PersikelimasiJK](https://www.gov.uk/PersikelimasiJK)



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# Paid marketing approach in Lithuanian

The campaign has been translated to run in 24 languages across 30 countries, with campaign assets focused on prospective **workers** and **students**. We have used research to prioritise marketing spend in markets where interest in working or studying in the UK is greatest and where possible.

The marketing campaign will run across multiple channels in your market:

- Social media (Facebook, Instagram, LinkedIn)
- Digital display (banners on websites)
- Always-on paid search (for people actively searching for information)

To support the campaign via your own channels, please use the link below to access translated campaign materials. These materials are also available in English here: <https://homeoffice.brandworkz.com/bms/?link=49653C21>.

These materials will be updated in January to reflect the change in language required when free movement ends 31 December 2020.

Lithuanian campaign materials:

<https://homeoffice.brandworkz.com/bms/?link=DD6ECC20>



# How to support the campaign

We really need your support to ensure EU, EEA and Swiss citizens are aware of the imminent implementation of the new points-based immigration system and understand what it means for them and their plans to move to the UK.

## You can do this by:

- Regularly posting campaign assets on your social media channels
- Updating your website to include the key messages and directing to the gov.uk page
- Cascading this pack to relevant stakeholders with channels to reach EU, EEA and Swiss citizens looking to move to the UK

We have also provided a template press notice, an EU narrative on the points-based system and a media Q&A. We would encourage you to reach out to local media channels to help us reach out to as many EU, EEA and Swiss nationals as possible to update them about this important change.

Thank you,

Home Office Citizens Communications Team

**[EUcitizenscampaignPBS@homeoffice.gov.uk](mailto:EUcitizenscampaignPBS@homeoffice.gov.uk)**