

Everything you wanted to know... about CEPOL's new legal mandate and new brand

New official name

The European Union Agency for Law Enforcement Training

Effective

from 1 July 2016

Audience of the agency

encompasses the entire family of law enforcement professionals

New role

Coordination and implementation; CEPOL is entrusted to address the European dimension of serious and organised crime, terrorism, public order, and CSDP preparedness.

Our five key principles

CEPOL's new mandate ensures that the agency supports and enforces the five key principles underpinning the European Agenda on Security:

- Ensure full compliance with fundamental rights;
- Increase transparency, accountability and democratic control to give citizens confidence;
- Ensure better application and implementation of existing EU legal instruments;
- Foster a more joined-up inter-agency and a cross-sectorial approach;
- Bring together all internal and external dimension of security.

Our core competencies

- providing professional trainings and a forum for exchanging knowledge and best practices
- facilitating networking
- contributing to the development of a common European law enforcement culture

In order to fully reflect the new legal mandate, we have re-phrased our mission and vision and motto:

Mission

CEPOL is a European Union agency that fosters European and international law enforcement cooperation through training.

Vision

*CEPOL aims to become a world-class hub, and a driver of change in the law enforcement training field.
One which contributes to addressing European and global security issues by bringing the law enforcement communities closer together to share good practices, knowledge and know-how.*

Motto

Educate, Innovate, Motivate

CEPOL's new brand: the objective was to develop a distinctive brand image fitting our new mandate and connecting with our wider audience while preserving the well-respected values associated with the agency.

The fully new corporate identity...

is based on thorough research and analysis.

The new logo

- reflects CEPOL's brand identity
- represents our stakeholders and the dynamic interaction with our audience
- stands for growth and progress through learning
- has a strong reference to the European dimension