

**Question for written answer E-002022/2025
to the Commission**
Rule 144
Siegbert Frank Droese (ESN)

Subject: 'EU aquaculture. We work for you with passion' campaign

On 25 March 2025, the Commission introduced an EU-wide aquaculture campaign called 'EU aquaculture. We work for you with passion'. The campaign is an initiative of the Commission's Directorate-General for Maritime Affairs and Fisheries. However, there is no information anywhere online regarding its funding. The European Maritime, Fisheries and Aquaculture Fund (EMFAF) supports the EU common fisheries policy, the EU maritime policy and the EU agenda for international ocean governance.

The Regulation establishing the EMFAF¹ provides for funding for communication campaigns:

'The Commission should implement information and communication actions relating to the EMFAF, and its actions and results. Financial resources allocated to the EMFAF should also contribute to the corporate communication of the political priorities of the Union, insofar as they are related to the priorities of the EMFAF.'

Given this, can the Commission clarify the following:

1. Out of what budget was this campaign paid for?
2. How much did the campaign cost?
3. How was the budget for this campaign broken down, i.e., how much was dedicated to creative concepts, how much to research, how much to social media, etc.?

Submitted: 21.5.2025

¹ Regulation (EU) 2021/1139 of the European Parliament and of the Council of 7 July 2021 establishing the European Maritime, Fisheries and Aquaculture Fund and amending Regulation (EU) 2017/1004 (OJ L 247, 13.7.2021, p. 1, ELI: <http://data.europa.eu/eli/reg/2021/1139/oj>).