Question for written answer E-002640/2025
to the Commission
Rule 144
Joachim Streit (Renew)

Subject: Communicating European policy in third countries – focus on Canada

Against the backdrop of geopolitical upheaval and the growing importance of transatlantic partnerships, the question of how the EU can strategically develop its foreign policy communications in third countries – particularly in Canada – is becoming increasingly important. Canada is seen as a reliable partner of the EU, while at the same time debates about deeper institutional ties and even possible membership are on the rise. As a result, the way European policies and values are communicated in Canada is increasingly coming into focus.

Targeted provision of information on the ground is decisive for ensuring understanding and acceptance of European policy. Strategic initiatives play a central role in making European policy visible and comprehensible to the Canadian public, political decision-makers and institutions.

1. In view of the growing debate on closer institutional ties between Canada and the EU, is the Commission planning targeted measures to significantly intensify the communication of European policy to the Canadian public and to firmly root it there in the long term?

2. Do any specific programmes exist for media professionals from Canada – such as invitations to Commission press briefings, exchanges between European and Canadian journalists or special accreditation opportunities?

3. Is the Commission considering strategic cooperation with leading Canadian media outlets, think tanks, universities and educational institutions as well as a possible association of Canada with the Erasmus+ programme in order to strengthen cultural exchange and promote deeper mutual understanding?

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