

**Question for written answer E-003810/2026/rev.1
to the Commission**
Rule 144
Virginie Joron (PfE)

Subject: The ‘burkini’ of democracy: is the Commission bankrolling influencers?

On 29 July 2026, the Commission admitted that content creators are taking part in paid campaigns, without disclosing the selection criteria or the budget allocated¹.

The Commission has set up a working group on relations with such influencers², drawing on external service providers within the Commission, such as Y. M., who describes himself as a Tunisian YouTuber³. He claims to have been selected by the Commission to deliver the annual address⁴ and to have organised secret meetings with NGOs and influencers to promote a ‘healthier’ internet.

He is alleged to have posted questionable videos on his social media accounts trivialising the burkini (in the shower) and disparaging Bart De Wever, the Belgian Prime Minister, with the words: ‘I’m terrified’.

He has also filmed himself answering the question: ‘do you speak French as well?’. with the English phrase: ‘unfortunately so.’ ‘As a North African, I refuse to speak it, unless forced to.’

1. Will the Commission publish a list of paid influencers, together with the sums they have received, in order to apply the same transparency standards that Parliament is demanding for influencers⁵?
2. What budget (salaries, travel, accommodation, gifts) was allocated to content creators in 2025 and 2026?
3. Please give the criteria that were used to select Mr Y. M.?

Submitted: 23.9.2026

¹ Commission answer to parliamentary question E-002017/2026: https://www.europarl.europa.eu/doceo/document/E-10-2026-002017-ASW_EN.html; question: https://www.europarl.europa.eu/doceo/document/E-10-2026-002017_EN.html.

² <https://www.theparliamentmagazine.eu/news/article/we-would-be-foolish-if-we-didnt-use-influencers-how-the-eu-is-bypassing-traditional-media>.

³ Y. M. is a Tunisian content creator based in Brussels. He has a YouTube channel in Arabic, with 150 000 subscribers, dedicated to highlighting problems in Tunisia. He has announced on LinkedIn that he has joined DG Communication at the Commission and ‘the team working on influencer engagement’. He has worked for the African Union and received the Young Arab Leader Award from the United Arab Emirates.

⁴ Together with Commission spokesperson and European Parliament spokesperson.

⁵ Report A10-0199/2026, paragraph 30: https://www.europarl.europa.eu/doceo/document/A-10-2026-0199_EN.html.