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Answer given by President von der Leyen
on behalf of the European Commission
(16.4.2025)

In 2023, the Commission had an annual budget of EUR 30 million to finance EU-wide corporate communication campaigns. Advertising is essential for informing citizens about the Commission's work and ensuring transparency. It is one out of many activities under this budget envelope. This budget was implemented in accordance with the rules under the Financial Regulation[1]. Recipients of EU funds of EUR 15 000 and above are listed in the Financial Transparency System[2].

Photographic coverage of the activities of College members across the EU is essential for informing citizens about the Commission's work and ensuring transparency. All photos are provided to media free of charge on the Commission's Audiovisual Portal for news reporting or educational purposes.

In 2023, the total expenditure for photographers was EUR 1.8 million, covering hundreds of events in all Member States and outside the EU. This includes salaries and travel costs.

There is no expenditure for hairdressers. Make-up services are provided to prepare the Commissioners for their television studio interviews, press room appearances and video statements. Such services are included in the overall framework service contract to run the television studios at the Commission headquarters. This framework contract had a dedicated budget of EUR 88 000 for make-up services in 2023. These services are used by 27 Commissioners and they are also available for Commission staff when conducting television interviews, participating in video recordings and similar activities.

[1] https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:32018R1046
[2] https://ec.europa.eu/budget/financial-transparency-system/index.html