

(English version)

**Question for written answer E-002022/25
to the Commission
Siegbert Frank Droese (ESN)
(21 May 2025)**

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 EMFAF ⁽¹⁾ 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

**Answer given by Mr Kadis on behalf of the European Commission
(17 July 2025)**

1. The EU Aquaculture campaign is supported by both the European Parliament ⁽¹⁾ and the Council of the European Union ⁽²⁾. It is financed through the general budget of the EU ⁽³⁾, and namely the European Maritime Fisheries and Aquaculture Fund). The campaign has been developed in collaboration with Member States and the Aquaculture Advisory Council. Its material has been made available to all Member States in view of its use for national campaigns. Member States have taken co-ownership for dissemination at national level.

2. The total budget allocated for the campaign is approximately EUR 910 000, which encompasses all contracts signed for the various components of the campaign.

However, it is possible that the final cost may be lower. The Commission will be able to provide an update on the campaign's total expenditure once all final reports and budgets have been submitted.

3. As it stands, the budget is broken down as follows: Strategic and creative concepts & development of promotional assets: EUR 116 383; Production of social media assets, video testimonials of aquaculture producers, adaptation of visuals of the campaign to the needs of Member States and translation: EUR 497 303; Influencers’ campaign, media dissemination (social media) and outreach strategy EUR 201 921; Campaign website, launch event of the campaign in Brussels on 25 March 2025 and monitoring of results: EUR 94 362.

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>).

⁽¹⁾ See paragraph 28 of European Parliament resolution of 4 October 2022 on striving for a sustainable and competitive EU aquaculture: the way forward (2021/2189(INI)): <https://eur-lex.europa.eu/legal-content/EN/TEXT/PDF/?uri=CELEX:52022IP0334>.

⁽²⁾ See paragraph 18 of the Council Conclusions of 18 July 2022 on the EU's new aquaculture strategic guidelines: <https://data.consilium.europa.eu/doc/document/ST-11496-2022-INIT/en/pdf>.

⁽³⁾ European Maritime Fisheries and Aquaculture Fund — Operational expenditure under direct and indirect management Budget line 08 04 02.