

(English version)

**Question for written answer E-003525/25
to the Commission
Friedrich Pürner (NI)
(12 September 2025)**

Subject: State of the Union address: influencer costs and impact

In the lead-up and on the day of President von der Leyen's State of the Union (SOTEU) address, compared to previous SOTEU addresses, a significant number of young people — especially influencers — actively promoted the event. Many may well have been paid for sharing the content of the speech and presenting it to a younger audience, especially in a positive light, raising concerns about excessive spending of public funds and a lack of transparency.

1. Which influencers — providing the names, profiles and criteria according to which they were selected — were enlisted for the SOTEU address?

2. How much was spent on them and from which budget was this financed?

3. What were the contractual terms and specific objectives behind these enlistments?

Submitted: 12.9.2025

**Answer given by President von der Leyen on behalf of the European Commission
(8 December 2025)**

The Commission invited a group of 25 content creators from across the EU to attend the delivery of the 2025 State of the Union Address. They joined a group of other content creators invited by the European Parliament.

The selection of the participants tried to ensure a diversity of nationalities, profiles, and topics of interest. The group represented a wide geographical spread, ranging from Portugal to Sweden, from France to Latvia, from Luxembourg to Bulgaria. It also brought together creators focusing on different thematic areas, including youth opportunities, geopolitics, and democracy.

The content creators were invited as visitors, with no requirement to produce or share content. They had full editorial freedom. The Commission covered their travel expenses to and from Strasbourg, as well as accommodation costs, in accordance with standard reimbursement rates.

The objective of the Commission's engagement with content creators is to reach out to citizens from all walks of life and communicate openly and transparently.
