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E-000863/2026

Answer given by Mr Síkela
on behalf of the European Commission
(13.5.2026)

The Commission takes its duty to communicate about EU policies and programmes seriously. It therefore agreed a partnership with the Confederation of African Football as a means to appeal to a young adult audience that is hard to reach. The Africa Cup of Nations is watched by nearly two billion viewers worldwide, making it an impactful visibility opportunity. With increasing reach on digital platforms, the tournaments are a key platform to communicate about the EU's investments in Africa and support for young people across the continent, including through the Global Gateway strategy¹.

The contract followed the standard checks and safeguards for these kinds of agreements, in line with the EU Financial Regulation².

As with all conditions for contracts for external actions financed by the EU, the agreement has robust verifications, checks, audits and reporting requirements. For this service contract, the Commission relies on a combination of (i) contractual audit and inspection clauses in the General Conditions for service contracts, (ii) record-keeping and access obligations for contractors and contracting authorities, (iii) management checks, expenditure verifications and ex post audits, and (iv) specific anti-fraud and irregularity mechanisms³ (suspension of implementation and payments, and recovery of unduly paid amounts) designed to prevent, detect and remedy irregularities and misuse of EU funds.

¹ https://international-partnerships.ec.europa.eu/policies/global-gateway/global-gateway-overview_en.

² Regulation (EU, Euratom) 2024/2509 of the European Parliament and of the Council of 23 September 2024 on the financial rules applicable to the general budget of the Union (recast); ELI: <http://data.europa.eu/eli/reg/2024/2509/oj>.

³ Including European Anti-Fraud Office (OLAF), European Public Prosecutor's Office (EPPO), European Court of Auditors (ECA) access.