

(English version)

**Question for written answer E-001945/26
to the Commission
Barbara Bonte (PfE)
(11 May 2026)**

Subject: The Commission's '#ProtectWhatMatters' campaign and promotional materials for influencers

According to media reports, as part of the '#ProtectWhatMatters' campaign, the Commission is said to have sent promotional kits — including a microphone — to influencers and online content creators to promote the campaign.

1. Can the Commission confirm that such promotional kits were sent out as part of the '#ProtectWhatMatters' campaign?
2. What is the total cost of this campaign?
3. On the basis of which criteria were influencers or content creators selected to take part in this campaign?

Submitted: 11.5.2026

**Answer given by President von der Leyen on behalf of the European Commission
(3 August 2026)**

1. 55 promotional kits, containing a campaign flyer, two pens, three posters, stickers, a t-shirt, bar coasters, and a microphone, were sent to a limited number of content creators. The material aimed to inspire the participants to visit some of the campaign locations in their respective EU countries and regions and create content showing why democracy matters to them.
 2. The budget for the whole 'Protect What Matters: democracy' campaign amounted to approximately EUR 33 million in total. This includes the creative process and production, media buying, translation and placement in all EU languages in 27 Member States for the entire campaign across channels, both online and offline.
 3. The content creators, representing the EU's geographical diversity, language and gender balance, were invited to participate in the campaign, without receiving payments and having full editorial freedom.
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