

(English version)

**Question for written answer E-002017/26  
to the Commission  
Virginie Joron (P/E)  
(13 May 2026)**

*Subject:* Is the Commission funding influencers?

According to The Parliament magazine <sup>(1)</sup>, the Commission is now systematically inviting influencers on press trips. It has even set up a working party dealing exclusively with relations with content creators. Fifty influencers were invited to applaud Ursula von der Leyen during her annual State of the Union address.

Accredited journalists report that the Commission President sometimes refuses to talk to the media at events, before later discovering that she found time to answer less searching questions from influencers.

In addition to the press trips, the Commission offers various perks, such as traineeships in Brussels or microphones in its 'protect what matters' kits. Some people have pointed out <sup>(2)</sup> that, ironically, the chargers supplied do not meet EU standards.

1. What other gifts and what total budget (travel, traineeships, etc.) did the Commission provide for influencers in 2025?
2. What criteria are used to choose the influencers who are invited or rewarded?
3. Who chooses the influencers who are invited or rewarded?

Submitted: 13.5.2026

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

As part of its communication, the Commission, like other EU and national institutions, engages with content creators to effectively communicate with citizens at large and foster open and transparent communication.

In this context, the Commission shares relevant and tailored public information with such creators based on their interests and audiences. It also occasionally organises visits mostly to important events where they can learn more about the Commission's priorities and actions. In the latter case, travel and accommodation expenses may be covered. It is important to underline that while attending such events they retain full editorial freedom.

In specific cases, content creators are also engaged as part of integrated communication campaigns. Paid partnerships are explicitly labelled as such to ensure transparency. All communication activities undertaken by the Commission comply with the applicable Financial Regulation rules <sup>(1)</sup>.

When selecting participants, the Commission prioritises diversity in nationalities, gender, profiles, and areas of interest to align with the objectives and target audiences of each communication campaign. The aim is to reach citizens across Europe through a diverse range of voices and formats to maximise openness and transparency.

The selection process is managed by the teams responsible for the respective initiatives, with input from relevant Commission Representations in the EU Member States.

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<sup>1</sup> <https://www.theparliamentmagazine.eu/news/article/we-would-be-foolish-if-we-didnt-use-influencers-how-the-eu-is-bypassing-traditional-media>.

<sup>2</sup> [https://x.com/audrey\\_vuetaz/status/2053717143246549485?s=46&t=DgoUmFJ0OSoxG2VGVf\\_B1g](https://x.com/audrey_vuetaz/status/2053717143246549485?s=46&t=DgoUmFJ0OSoxG2VGVf_B1g).

<sup>(1)</sup> <https://eur-lex.europa.eu/legal-content/en/TXT/?uri=CELEX%3A32024R2509>.