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Answer given by President von der Leyen
on behalf of the European Commission
(16.10.2026)

The campaign ‘Protect what matters: our democracy’ is funded by the budget for corporate communication actions, set out in the 2023 Communication to the Commission on ‘Corporate communication action in 2024-2027 under the Multiannual Financial Framework 2021-2027’¹. The net media buying budget across Member States ranges between EUR 78 000 and EUR 3.5 million. Variations between countries mainly depend on population size and average media costs.

The Commission has a responsibility to inform EU citizens and communicate about its activities. Protecting democracy is at the core of the Commission’s political priorities for 2024-2029². It is therefore also a communication priority for the Commission services, as outlined in the 2023 Communication. The creative strategy and asset development, and media planning and buying services were provided and purchased, respectively, under the framework contracts COMM-B1-DPS-2022-002-003 with Havas Paris and COMM-DG-FWC-2023-30 with Havas Media France concluded further to call for tenders in line with the provisions of the Financial Regulation³.

For detailed budget breakdowns, both parties are bound by terms of confidentiality under the terms of our framework contract. Publishing such information may reveal the contractor’s pricing model, margins, discounts, or commercial strategy, thereby prejudicing its legitimate commercial interests. This may distort fair competition between economic operators.

¹ [https://ec.europa.eu/transparency/documents-register/detail?ref=C\(2023\)6467&lang=en](https://ec.europa.eu/transparency/documents-register/detail?ref=C(2023)6467&lang=en).

² https://commission.europa.eu/document/download/e6cd4328-673c-4e7a-8683-f63ffb2cf648_en?filename=Political%20Guidelines%202024-2029_EN.pdf.

³ <https://eur-lex.europa.eu/eli/reg/2024/2509/oj/eng>.