

(English version)

**Question for written answer E-002924/26
to the Commission
Martin Sonneborn (NI)
(14 July 2026)**

Subject: Objectives and evaluation of the EU campaign ‘Protect what matters: our democracy’ (follow-up question to E-002586/2026)

From 20 April to 21 June 2026, to mark Europe Day and the 81st anniversary of the Schuman Declaration, the Commission ran the campaign ‘Protect what matters: our democracy’ (Havas Paris, Havas Play, Havas Media, Prose on Pixels), securing over 75 440 outdoor advertising spaces in 3 650 cities across all 27 Member States, aimed at young Europeans. This question builds on the question submitted separately as E-002586/2026 on the costs and contractual framework of the same campaign.

1. What measurable objectives and indicators were established for the campaign?
2. What baseline data from which specific sources formed the basis for the conception of the campaign?
3. Will there be an independent evaluation of the campaign — if so, by whom, according to which methodology, and when will the results be published?

Submitted: 14.7.2026

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

1. The campaign aimed at increasing the awareness among EU citizens of some fundamental dimensions of democracy in the EU, in particular press freedom, freedom of expression, academic and creative freedom. The overarching key performance indicator (KPI) for the campaign was reaching at least 70% of the target audience. A set of KPIs per channel was also defined (e.g. 30% recall).
2. The campaign was launched taking into account the latest available research and opinion polls, including Eurobarometer surveys ⁽¹⁾, as well as the TUI Foundation’s ‘Young Europe 2025’ ⁽²⁾ and the IPSOS survey ‘The State of Democracy 2025’ ⁽³⁾.
3. The *ex post* evaluation of the campaign will be carried out by autumn 2026 by means of a survey based on KPI targets set out at the beginning of the campaign. It will be performed by an external and independent contractor, i.e. 365Sherpas, under specific contract No 17 implementing the framework contract COMM/B1/DPS/2022/002/001.

⁽¹⁾ <https://europa.eu/eurobarometer/>.

⁽²⁾ https://www.tui-stiftung.de/wp-content/uploads/2025/07/20250708_YouGov_Ergebnisbericht_TUI_Stiftung_Junges_Europa_2025_EN.pdf.

⁽³⁾ <https://www.ipsos.com/en-us/the-state-of-democracy-2025>.