

# AT A GLANCE

## Policy Departments' Monthly Highlights



### FOCUS

#### The impact of influencers on advertising and consumer protection in the Single Market



Dear Reader,

We are living in a digital world in which influencer marketing has appeared as one of the defining new characteristics of online commerce. It mixes roles of advertisers and reviewers, often without clear information about the nature of the relationship between the influencer and the companies whose products/brands he or she is promoting.

Currently no legislation applies to influencers comprehensively.

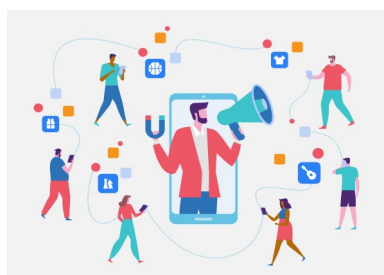
That is exactly why IMCO commissioned a study, which focuses on defining influencers and their impact on consumers and on the single market. The analysis provides arguments on whether this phenomenon should be regulated further in consumer protection legislation or in the Digital Services Act, which my Committee will debate on in the coming weeks.

*Anna Cavazzini*

*Chair of the Internal Market and Consumer Protection (IMCO) Committee*

#### The impact of influencers in the Single Market

*Policy Department for Economic, Scientific and Quality of Life Policies*



Influencer marketing as part of the advertising industry has grown significantly in recent years, becoming one of the most popular and effective forms of online advertising.

The study requested by IMCO provides insight into the fast-growing market of influencers, which comes with potential

risks for consumers and creates several challenges for regulators. It analyses the impact of influencers on advertising and consumer protection, including best practices and recommendations for future action.

Scan the QR code  
to access the publication



### FORTHCOMING EVENTS

#### **AGRI** Developing organic farming and assessing its impact on the EU food sector

Workshop

17 March 2022

#### **ECON** The digital Euro

Study presentation

22 March 2022 - 14.30 - 16.00

#### **DEVE** Ways to address environmental criminality in developing countries

Workshop

22 March 2022 - 13.45 - 15.45, SPINELLI 3G3

### DID YOU KNOW?

You can check all past and future events organized by committees and policy departments on the committee website under the [Events tab](#).

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## RECENT PUBLICATIONS

### The impacts of the COVID-19 pandemic on EU cohesion

*Policy Department for Structural and Cohesion Policies*



COVID-19 pandemic was a major shock deeply impacting people, enterprises, public authorities, municipalities and regions. Cohesion policy helped avoiding its worst impacts. The study requested by REGI committee looks at the impacts of the COVID-19 pandemic on EU cohesion and EU cohesion policy. The authors also assessed on the immediate impact of the crisis on EU regions from a financial, logistical, economic and social point of view.



### The Commission 2021 Rule of Law Report

*Policy Department for Citizens' Rights and Constitutional Affairs*



Rule of law backsliding represents a major, existential challenge for the EU. This study offers a comprehensive and critical assessment of the European Commission's Annual Rule of Law Report. It does so in a broad and holistic manner by assessing this new monitoring tool in light of the EU's Article 2 TEU monitoring and enforcement architecture. Recommendations are made to remedy gaps and weaknesses.



### The EP's response to the COVID19 crisis: budgetary impact

*Policy Department for Budgetary Affairs*



The COVID-19 pandemic has impacted the execution of the EP's budget due to the nature of the crisis and its global effects. Many budgetary transfers during 2020 are directly related to the institution's COVID-19 response, in particular as regards investments in ICT infrastructure. This briefing describes various transfers relevant to the EP's response to the crisis and its impact on the functioning of the EP and on its 2020 budget.



### Turkey's foreign policy and its consequences for the EU

*Policy Department for External Relations*



EU-Turkey relations have reached an impasse on a number of fronts. The causes of this stalemate are complex, with both institutional and historical roots. This paper, requested by the AFET Committee, explores the impasse and prospects for the future. The authors explore Turkey's recent foreign policy principles, presidential system and links with the US, as well as three Mediterranean hotspots. Policy recommendations for European decision-makers are also detailed.



## FORTHCOMING PUBLICATIONS

- BUDG** The next revision of the financial regulation and the EU Budget galaxy - February 2022
- AFET** An assessment of the financial situation and needs of Belarus after a democratic transition - March 2022
- AGRI** The future of the European farming model - March 2022
- EMPL** Entrepreneurial literacy and skills - March 2022
- CONT** Transformation of the Community method by governance - April 2022

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