Question for written answer E-003685/2019
to the Commission
Rule 138
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Subject: Coca-Cola fined for LGBTI campaign in Hungary

In Hungary, the Pest county government office has imposed a fine on Coca-Cola for launching a billboard campaign in August 2019 entitled #loveislove. The campaign posters pictured both heterosexual and homosexual couples and a clear message that everyone has the right to love. The government office justified its decision by referring to a section of Hungarian advertising law prohibiting advertising that ‘harms the physical, mental, emotional and moral development of children and minors’. István Boldog, a member of the Fidesz party and the Hungarian National Assembly, also called for a public boycott of Coca-Cola in response to its campaign.

1. Does the Commission believe that the decision of the government office fundamentally violates the basic EU principle of non-discrimination based on sexual orientation laid down in Article 2 of the TEU, Article 21 of the Charter of Fundamental Rights and legislation on the single market?

2. Does it agree that the decision is a clear and deplorable example of discrimination against the LGBTI community?

3. What action will it take to stop the Hungarian Government from committing politically motivated, conscious breaches of EU law with the aim of propagating homophobia and hatred against minorities?