

**Question for written answer E-004511/2021  
to the Commission**  
Rule 138  
**Virginie Joron (ID)**

**Subject:** Future of Europe: EUR 700 000 to find 400 participants

With a view to the recruitment of a sample of 400 citizens to take part in the Conference on the Future of Europe, on 23 December 2020, the Commission concluded a EUR 300 000 contract with Kantar<sup>1</sup>, a multinational owned by American financial firm Bain Capital and founded by billionaire and former US presidential candidate Mitt Romney. It is worth recalling that Bain were involved in the closure of the Samsonite factory in Hénin-Beaumont<sup>2</sup>.

A similar contract was signed on 19 May 2021, to the tune of EUR 400 000, under which the cost of recruiting a single French participant could well come to EUR 1 000. For France, the Commission calculated that Kantar had the daunting task of finding 22 participants:

7 to represent the 7 million French people aged 16 to 24, and 15 to represent the 60 million aged 25 and over<sup>3</sup>.

1. Why was this sampling task entrusted to a US company rather than a national body such as the French National Institute of Statistics and Economic Studies?
2. How is it possible that a non-EU company had access to a list of EU citizens grouped by political leaning and according to socio-demographic criteria?
3. What socio-demographic criteria were followed in the selection of the samples?

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<sup>1</sup> [https://futureu.europa.eu/uploads/decidim/attachment/file/20890/Specific\\_Contract\\_1\\_-\\_selection\\_citizens\\_panels.pdf](https://futureu.europa.eu/uploads/decidim/attachment/file/20890/Specific_Contract_1_-_selection_citizens_panels.pdf)

<sup>2</sup> <https://france3-regions.francetvinfo.fr/hauts-de-france/pas-calais/henin-beaumont/henin-beaumont-ex-samsonite-gagnent-leur-proces-esperent-nouvelles-indemnisations-1477541.html>

<sup>3</sup> <https://www.insee.fr/fr/statistiques/2381474>