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Answer given by Executive Vice-President Vestager
on behalf of the European Commission
(1.6.2022)

In principle, the advertising campaign for vaccinations forms part of a general health campaign that is general and non-economic in nature. The Commission has no evidence of any direct or indirect advantage granted to one or more vaccine producers. As long as the patients are offered a range of vaccines, without any obligation to choose a particular one, there is no direct advantage granted to the vaccine producers. In addition, the beneficial effects of a healthcare campaign on vaccine producers could be seen also as secondary economic effects of general healthcare measures. The EU State aid rules apply to measures where the Member State is granting a selective advantage to undertakings that is able to distort competition and trade between Member States. On the basis of the available information, the advertising campaign the Honourable Member refers to does not seem to meet the relevant criteria to fall within the scope of EU state aid rules.