

**Question for written answer E-001386/2023/rev.1
to the Commission**

Rule 138

Jean-Paul Garraud (ID)

Subject: Incomprehensible EU campaign entitled 'You are EU!'

The Commission recently launched a campaign entitled 'You are EU!' The Commission's website says the slogan 'is an invitation for all Europeans to join in and help transform our challenges into building a better future with clean energy made in Europe!'

The following statement also appears on the Commission's website: 'Dear reader, we have received several questions about the latest European Commission campaign "You are EU". In this newsletter, we would like to share what the campaign is about and why it is important.² There follows the Europe Direct Contact Centre team's attempt to respond to these two central questions, which prompt the public's difficulties understanding.

Can the Commission:

1. explain the internal validation procedure for this kind of campaign?
2. say whether this communication campaign that is totally incomprehensible to the majority of Europeans really cost EUR 20 million, as one media outlet claims³?
3. comment on how it feels when it is thoughtlessly spending taxpayers' money pushing its propaganda?

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¹ https://you-are-eu.europa.eu/index_en.

² <https://ec.europa.eu/newsroom/edic/items/765122/en>.

³ <https://twitter.com/quatremere/status/1637390516026322945?s=12&t=BA8bZwb7Haunbvzca9wNhA>