

**Question for written answer E-001634/2023
to the Commission**

Rule 138

Aurélia Beigneux (ID)

Subject: Banning influencers from interacting or creating content with exotic animals

On social media, influencers are unintentionally complicit in the significant illegal trade in exotic animals, to the detriment of animal welfare.

Influencers who choose to post content with exotic animals on social media do so to generate views at all costs, in a bid to create a loyal fan base and to improve the search engine optimisation of their posts. The experience of digital entrepreneurs shows that content featuring animals is more likely to generate clicks.

First popularised by influencers from the oil monarchies, this trend has rapidly spread across Europe. Its consequences are twofold: firstly, animals are being removed from their natural habitats, which itself carries many risks, and secondly, it encourages internet users and other influencers to do the same.

My question is simple: Given that it is at odds with animal welfare and that it fuels the illegal trade of the species concerned, does the Commission intend to take action to regulate this type of content?

Submitted: 24.5.2023