

**Question for written answer P-012623/2013  
to the Commission**  
Rule 117  
**Marta Andreasen (ECR)**

Subject: Comics published by the European Union to illustrate issues, policies and activities

Among the means used by the European institutions to communicate with the citizens of Member States is a series of 13 comics which can helpfully be found on this website:  
<http://bookshop.europa.eu/en/bundles/comics--cbTMOep2Ix19kAAAEvzTkHowsR/>

These publications are for the most part available only as downloads in varying numbers of official languages of the European Union, plus, in one case, Catalan. They are presumably intended to inform and educate younger citizens of the Member States about the European project and to influence their opinion in favour of it.

Presuming that some form of cost-benefit analysis has been carried out, I would like to know, for each of these 13 publications:

1. Who was the intended target audience?
2. What was the cost of developing the storyline and producing the artwork? Was it produced in-house? If not, what tendering process was used?
3. What translation costs were allocated to the comics for each language used?
4. In the case of those comics which were produced in hard copy, what were the print runs for each language and how many have been shipped?
5. In the case of the electronic versions, how many times has each one been downloaded in each of the languages in which it was published and over what timespan?
6. What measures have been taken to assess the effectiveness of these publications as a means of influencing attitudes among the target audience, and what results were obtained?