

Message 001

Communication from the Commission - TRIS/(2025) 3708

Directive (EU) 2015/1535

Notification: 2025/0774/FR

Notification of a draft text from a Member State

Notification – Notification – Notifizierung – Нотификация – Oznámení – Notifikation – Γνωστοποίηση – Notificación – Teavitamine – Ilmoitus – Obavijest – Bejelentés – Notifica – Pranešimas – Paziņojums – Notifika – Kennisgeving – Zawiadomienie – Notificação – Notificare – Oznámenie – Obvestilo – Anmälan – Fógra a thabhairt

Does not open the delays - N'ouvre pas de délai - Kein Fristbeginn - Не се предвижда период на прекъсване - Nezahajuje prodlení - Fristerne indledes ikke - Καμμία έναρξη προθεσμίας - No abre el plazo - Viivituste perioodi ei avata - Määräaika ei ala tästä - Ne otvara razdoblje kašnjenja - Nem nyitja meg a késésekét - Non fa decorrere la mora - Atidējimai nepradedami - Atlikšanas laikposms nesākas - Ma jiftaħ il-perijodi ta' dewmien - Geen termijnbegin - Nie otwiera opóźnień - Não inicia o prazo - Nu deschide perioadele de stagnare - Nezačína oneskorenia - Ne uvaja zamud - Inleder ingen frist - Ní osclaíonn sé na moilleanna

MSG: 20253708.EN

1. MSG 001 IND 2025 0774 FR EN 18-12-2025 FR NOTIF

2. France

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4. 2025/0774/FR - SERV30 - Media

5. Draft decree implementing Section II of Article 5 of Law No 2023-451 of 9 June 2023, aimed at regulating

commercial influence and combating abuses by influencers on social networks

6. Obligation to include mandatory information on promotional materials relating to a vocational training programme financed by public funds and originating from natural or legal persons engaged in commercial influence activities.

7.

8. This draft decree is taken pursuant to Section II of Article 5 of Law No 2023-451 of 9 June 2023, aimed at regulating commercial influence and combating the abuses of influencers on social networks, as amended by Ordinance No 2024-978 of 6 November 2024.

To ensure that this provision is easily implementable by influencers, it is proposed in Article 1 of the draft decree, which is the subject of this notification, that the mandatory statement to be affixed by the influencer be clear, legible, understandable and distinguishable from the promotional message and any other mandatory statement. This banner must be positioned by the influencer on any publication medium, such as a text, a photograph or an image, a video or an audio or radio broadcast publication.

To this end, and in line with the mandatory prevention messages in the promotional sector for food and internal-combustion vehicles, it is proposed that influencers promoting vocational training should use a single standardised message accompanied by a hashtag. This single, standardised message would allow the public to quickly identify that the training activity being promoted is receiving public funding that entails a financial commitment. In addition, this would make it possible to include a link to the Ministry of Labour's website, where more detailed information can be provided. For greater flexibility, it is proposed to set by order the content of this message as well as the associated hashtag and to link, on the website of the Ministry of Labour, a dedicated page centralising the information that people who have viewed a promotional message from an influencer may be looking for.

When the promotion relates to training courses eligible for CPF funding, the name of the training organisation listed on MonCompteFormation and its SIRET number (business identification number) must also be included in this mandatory statement so that checks can be carried out by the Deposit and Consignment Office in the event of any breaches being identified.

For promotions in the form of videos, still or animated images, Article 2 of the draft decree stipulates that these elements must be placed in a horizontal space reserved for this purpose covering at least 7 % of the advertising surface, and that they must be used within each promotional campaign in such a way as to guarantee, for each type of promotional medium, that they appear regularly on at least 90 % of the promotional messages. This same article provides that, in the event that several promotions mentioned in Section II of Article 5 of the aforementioned law of 9 June 2023 appear on the same page, the elements provided for in Sections 1 and 2 of Article 1, including the reference to the website, the hyperlink or the hashtag, need only be mentioned only once.

This article also stipulates that, for radio broadcasts or audio-on-demand promotions, these elements are spoken immediately after the promotional message.

9. This draft text is an implementing text of a legislative standard: the text is in fact adopted pursuant to Section II of Article 5 of Law No 2023-451 of 9 June 2023, aimed at regulating commercial influence and combating the abuses of influencers on social networks.

This draft text contributes to the accountability of influencers and to informing their audience of their rights and obligations regarding their subscription to training courses contributing to skills development financed by public funds.

This framework is being introduced in response to abusive practices identified by the supervisory authorities.

This draft text forms part of efforts to combat fraud involving public funds.

10. References to the basic texts:

11. No

12.

13. No

14. No

15. Yes

16.

TBT aspects: No

SPS aspects: No

European Commission

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