The Internet is like the Far West, the need to establish a legal framework to protect consumers and influencers is one of the major challenges of our digital century.

First of all, we need to establish a clear European legal framework for contracts. Contracts between influencers, agents and companies must not only set out clear terms of engagement and remuneration, but also comply with European and national legislation on digital and employment law.

It is also essential to clarify the legal framework within which influencer marketing participates in advertising, by making the notification of collaborations to Internet users more transparent and visible. Advertising for certain types of products, such as those known to be addictive or crypto-currencies, must be banned, and the measures taken by the Digital Service Act (DSA) applied to influencers.

The abuses of drop-shipping should also be regulated at European level. In order to protect consumers, influencers who promote products sold by drop-shipping must be held in solidarity with buyers.

Advertising affects absolutely everyone, of course. But under no circumstances should minors become objects of sale. All partnerships with companies require the explicit consent of both parents or legal guardians, and above all the involvement of the child in the decision-making process.

A genuine media education and support for parents and children is important.

We propose to introduce legislation requiring parents or guardians to apply for permission from the European Data Protection Committee (EDPS) before publishing photos or videos of their children online. Companies working with child influencers should also ensure that these authorizations have been obtained.
However, a minor can be influenced very quickly, so we insist that any responsibility is first attributed to the parents or legal guardians when the child is under 15.

Children who earn money through their influence on social networks often can't manage it properly because of their young age. We therefore propose to establish legislation that obliges parents or guardians to take back control of this money and place it in a special bank account until the child reaches the age of majority.

As you know, some influencers have gigantic communities ranging from thousands of followers to several million. They have a lot of power, which is why we think this influence could be put to good use in the ecological field.

We therefore propose to create a "green sticker" to indicate and highlight when an influencer has a paid partnership with a company whose products or services have the European ecolabel, or collaborates with NGOs and other institutions with ecological values.

Finally, we are also proposing to create a European prize to reward influencers who have cooperated the most times with an eco-friendly brand during the year.

We would also like to give greater recognition to environmentally-friendly companies and to the work of influencers.

These awards would help to promote and highlight environmentally-friendly companies and influencers.

The aim is to raise massive awareness among users of the need to be responsible and develop their ecological conscience.
In short, the aim of our initiative is to clarify the legal framework of the influencer profession, in order to lift the veil on the opacity of certain influencer marketing practices, to protect both consumers and influencers in their activity.