

# #CulturalDealEU

Brussels | Amsterdam | The Hague

*The Cultural Deal for Europe is a vision and ambitious plan to place culture at the heart of the EU, calling the European institutions, Member States and wider Europe to fully integrate culture across their policies and actions. It is an overarching strategy, in analogy to the Green Deal, to safeguard our European values, way of life, and a sustainable future of Europe in the world.*

Launched by [Culture Action Europe](#), [European Cultural Foundation](#) and [Europa Nostra](#) in November 2020 in response to the Covid-19 pandemic, the campaign calls for culture to be included in the EU's recovery and resilience programmes, and all policies and actions which contribute to making Europe a better place, trusted partner, and reliable global actor.

The [Cultural Deal for Europe](#) includes eight political demands which are outlined and specified in separate short policy paper forming an **ambitious European Cultural Agenda until 2024 and beyond**.

European  
Cultural  
Foundation



## Demand 2: A Cultural Deal For Ukraine

### *Rationale*

Following Russia's brutal invasion of Ukraine in February 2022, the Cultural Deal for Europe partners, in addition to their individual actions of support for the Ukrainian cultural community and society, called on European and national decision-makers to demonstrate strong and determined European solidarity with cultural and cultural heritage actors of Ukraine.

The European Commission launched its largest-ever operation under [the EU Civil Protection Mechanism](#) in order to provide emergency in-kind assistance to Ukraine and Ukrainians. The mechanism also allows to deliver emergency equipment for the protection of Ukrainian cultural heritage.

The EU has mobilised [EUR 2 million to the International alliance for the protection of heritage in conflict areas \(ALIPH\)](#) for its action in Ukraine, protecting museums, libraries, archives, contributing to emergency restoration of cultural heritage, as well as directly supporting heritage professionals. The EU's [Creatives Unite Platform with its dedicated section on Ukraine](#) informs about all EU programmes and specialised actions dedicated to Ukraine, promotes Ukrainian cultural initiatives and stories.

The European Parliament adopted a [resolution](#) calling on EU governments and institutions to reinforce cultural solidarity with Ukraine and to establish a joint emergency response mechanism for cultural recovery in Europe (20 October 2022).

Philanthropic actors are also actively involved in supporting Ukraine's cultural and cultural heritage : The European Cultural Foundation (ECF) swiftly launched its [Culture of Solidarity Fund – Ukraine special edition](#), (March 2022), followed by [a dedicated Ukraine edition with European Union National Institutes for Culture \(EUNIC\)](#). With a number of other philanthropic and public actors coming on board, both actions have supported up until now more than 110 projects and mobilised more than 1.8 million EUR, addressing local cultural emergency needs, supporting residency and artistic programmes, and promoting Ukrainian culture across Europe.

Other foundations have launched extraordinary rescue operations like Thyssen-Bornemisza Art Contemporary (TBA21) which saved together with Museums for Ukraine, seventy art works from damage and destruction, now a travelling exhibition in Europe: [In the Eye of the Storm](#).

The Erste Foundation has been helping with capacity-building, knowledge and mutual learning launching the [Culture Policy Lab project](#), a series of workshops aimed at bringing together European and Ukrainian cultural decision-makers, experts and practitioners to look together at how Ukraine could reform its cultural policies, better embed them in wider regional and national policies, and address the needs of the cultural and cultural heritage sectors, now and after the war.

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A number of cultural mappings and needs assessments have been carried out to assess cultural urgencies and plan for Ukraine's cultural recovery. These include the ["Ukrainian Cultural Actors Mapping and Needs Assessment"](#) carried out by the Cultural Relations Platform, ["Damage and Needs Assessment of the Cultural and Tourism sector in Ukraine"](#) by UNESCO, but also larger reports in which culture is included, such as ["Rapid Damage and Needs Assessment – February 2022-February 2023"](#) jointly carried out by the World Bank, the Government of Ukraine, the European Union and the United Nations.

Further EU actions were launched, such as [special calls under Creative Europe to support Ukrainian artists and cultural sectors](#), and an [expert group on cultural heritage](#), or broader expert work and peer-learning foreseen by the [EU Work Plan for Culture 2023-2026](#) on the topic of preserving cultural heritage and empowering local cultural and creative sectors of Ukraine. Dedicated peer-learning activities for cultural and creative sectors and the New European Bauhaus community from the EU and Ukraine are also taking place, geared towards inclusive and sustainable rebuilding of Ukraine (more information [here](#)).

In June 2023, the Commission proposed the new [Ukraine Facility](#) – a dedicated €50 billion in grants and loans for 2024-2027 to support the country's recovery, reconstruction and modernisation. It is important that this proposed instrument also caters to the need of Ukrainian cultural and creative sectors, cultural heritage and the country's vibrant cultural civil society.

As the war keeps ravaging Ukraine, further and continued action is needed supporting Ukraine's culture, cultural heritage and creative industries in the short, medium and long-term – during the ongoing war, for preparing the post-war recovery, and to underpin Ukraine's future EU accession. The Cultural Deal for Europe must include a European Cultural Deal for Ukraine.

## *Our call*

**Ukraine deserves a European Cultural Deal. We urgently call on the EU to include Ukraine's cultural, cultural heritage and creative sectors in EU relief packages for Ukraine and the Ukraine Facility (2024-2027). We call on the EU institutions and Member States to join forces to include emergency and recovery needs from the world of art, culture and cultural heritage within the EU humanitarian support to Ukraine. This includes the macro-financial assistance package to help the country meet its financing needs, as well as the Trust Fund for Ukraine mobilising international donors.**

**We also call on Ukraine to include culture, cultural heritage and creative industries in its Ukraine Plan to the EU. It is on the basis of Ukraine's own Plan that funding from the EU's Ukraine Facility will be made available.**

## *Proposed actions*

### **Consolidating knowledge and needs assessments of the Ukrainian cultural sector**

Analysis of needs and ways forward for the Ukrainian cultural sector to survive and recover, during and after war, and to prepare for Ukraine's EU accession, has been carried out. However the context changes with war going on, and there is a need to continue, update and deepen such assessments, under the guidance of Ukrainian authorities, cultural stakeholders and the European Union, with robust methodology and in-depth recommendations. Dedicated research projects, surveys and comprehensive analyses, financed by the EU, could play an important role in this endeavour.

### **Making sure that culture is included in support packages for Ukraine**

Ukraine's culture, its cultural heritage, its vibrant creative sectors, cultural actors from major cultural institutions to grassroots initiatives as well as individual artists and cultural professionals must all be able to benefit from the EU's general relief packages for Ukraine and Ukraine Facility (grants and loans). The Cultural Deal for Europe and its 2% for culture campaign successfully advocated for the inclusion of culture in the EU Recovery and Resilience Facility. A similar approach and demand could be replicated for Ukraine in the context of the new Ukraine Facility for 2024-2027, with Cultural Deal for Europe partners working together with Ukrainian cultural civil society on advocacy actions.

### **Capacity-building and mutual learning to reform Ukraine's legal cultural infrastructure**

Although numerous smaller capacity-building and knowledge-sharing initiatives are being set in place to bring together Ukrainian and EU cultural stakeholders together, there is a need to provide a more solid basis for mutual learning: with dedicated standalone programmes, one-stop-shops for Ukrainian cultural stakeholders, information points and good practices transferable to the context of Ukraine.

### **Promoting Ukrainian culture in Europe**

EU action for Ukrainian cultural sectors need to find ways to empower them, but above all, build bridges and understanding between Ukraine and the EU. As Russia is trying to cut Ukraine's European ties, the EU has to offer cultural cooperations avenues and sound and long-term financing, going beyond ad hoc pilot project-style actions, for disseminating Ukrainian culture in the EU and for fostering pan-European projects with the participation of Ukrainian cultural stakeholders.

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## **Reinforcing Ukrainian participation in European cultural networks and projects**

The Ukrainian cultural ecosystem should become more involved in European cultural cooperation and exchanges also by intensifying its involvement in European cultural networks, including those financed by the EU in the context of the [Creative Europe programme](#). The current 37 European networks co-financed by the programme have already been reaching out to Ukrainian counterparts and assisting them. The Cultural Deal for Europe, and more specifically the European Cultural Deal for Ukraine, can facilitate cooperation of Ukrainian cultural organisations and Ukraine's vibrant cultural civil society with European cultural networks, institutions and stakeholders.

## **Involving Ukraine in EU actions related to cultural sectors**

Ukraine's vibrant cultural civil society can bring new ideas, dynamism and diversity to EU's cultural policy and cultural cooperation. While Ukrainian entities are already eligible to apply to numerous EU programmes (including Creative Europe, Horizon Europe or Erasmus+), their active participation in them should be incentivised. EU cultural initiatives would greatly benefit from being extended to Ukraine – [the newly launched New European Bauhaus capacity-building programme for the reconstruction of Ukraine](#) can also set a good example and be scaled up, with the principles of New European Bauhaus mainstreamed into the reconstruction and recovery efforts of Ukraine.

## **Supporting Ukrainian cultural stakeholders in their own advocacy**

Just like their EU counterparts, Ukrainian cultural stakeholders are also advocating for mainstreaming culture into Ukrainian policies, calling for an ambitious vision for culture in Ukraine and for making sure culture is part and parcel of Ukraine's vision of its recovery and future. The Cultural Deal for Europe, initiated and promoted by three leading European advocates for culture and cultural heritage can help in this endeavour, and support national, regional and local advocacy efforts.

## **Making the EU emergency mechanism for culture a reality**

The European Parliament released a [resolution on cultural solidarity with Ukraine and a joint emergency response mechanism for cultural recovery in Europe](#) (October 2022) calling on the Commission to test an emergency response and recovery mechanism for cultural sectors and cultural heritage. This mechanism could be tested and put in place in the context of assisting Ukraine, but would benefit EU cultural sectors more broadly in the future. The Parliament and the Commission need to make the first step into making this plea reality, with the tools they have at hand, such as Pilot Projects and Preparatory Actions of the European Parliament, or Annual Work Programmes of Creative Europe or other EU programmes. They need to be bold and ambitious, and show leadership – otherwise, this pledge in the document remains nothing more than empty words. Tested public-philanthropic partnerships such as the [Culture of Solidarity Fund](#) can serve as inspiration and launching pad for such a European cultural solidary and joint emergency mechanism.

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## **Mobilising the EU budget for Ukraine's cultural recovery and its EU accession track**

According to the estimates provided by UNESCO, [6.9 billion USD-worth investment in cultural sector in Ukraine will be needed during next ten years](#) to redress the impact of the war. The EU should also play an important role in this investment, with also looking into how EU money could help to protect and reconstruct destroyed Ukrainian cultural heritage and cultural infrastructure. The European Commission's pledge for €50 billion for the Ukraine Facility 2024-2027 needs to include culture and cultural heritage. Funding from the Facility shall also support the Ukrainian cultural ecosystem, promote its resilience and recovery, help rebuild cultural infrastructure, and support cultural policy reforms necessary to Ukraine's accession track.

## **Aligning EU-backed cultural recovery of Ukraine with other European and global actors**

The EU should be at the forefront of supporting Ukraine's cultural recovery, aligning with other European and global actors, such as the Council of Europe and its Action Plan for Ukraine, as well as UNESCO which has been requested by President Zelensky to [support the development of the national recovery plan for the cultural sector](#). The EU should find ways to synergise and propose joint efforts also with entities such as the World Bank, European Bank for Reconstruction and Development, philanthropy and other public and private actors.