

Welcome!
Meabh McMahon

The political climate is becoming very turbulent times.

FAR-RIGHT MOVEMENTS
do NOT take over their scape-goating of immigrants

Without culture, we don't know our history. And without history, we don't know our future.

without collective imagination, how can we imagine a better future?

"Democratic Body"
Leander Kampf & Sam Aleksandra
let your move be resistance

NO CULTURE NO FUTURE NO CULTURE NO LIFE 23

we heard a huge distrust from the community in politicians

Young people will vote

we cannot do it for free

we need artists that take risks. And risks are expensive. So we need money for it.

Europe as Political and Cultural Project
Nicolas Schmit

Power is not just about a political stage, but to conquer the minds of people.

WE ARE LOSING AFRICA!

WE ARE STILL WAKING UP AND WE ARE RUNNING BEHIND

Either we are colonized by Silicon Valley, or we create equality.

Where is our European identity?

CULTURE: THE COMPASS FOR EUROPE'S FUTURE

Framing of the Culture Compass
Georg Haensler

the inner being within us

AI is having disproportionate influence in the room

Our country is intrinsically linked to our values.

If you want to destroy a civilization, you attack its culture.

we have formulated questions

we need to explain the importance of culture, not through numbers but value

A Cultural Deal for Europe
Glenn Micallef
Lars Ebert
Sneška Quaedvlieg
Mihailović
André Wilkens

DEMOCRACY
MÉT Laurence Fahrreng
André Sobczak
Tamara Jahashkia
Ivana Jovanović Arsic

Public LIBRARIES

attempts to silence governments often happen through artists

EVERYTHING IS FINE!
some of our history is being removed from the school books

war makes people not less but more aware of culture

ask us how we are!

fund our documentary makers

freedom
collaboration
creativity

SECURITY
Marta Cienkowska
MÉT Zoltán Tarr
Leon Poskyaילו

Lack of ambition

art creates POSITIVE ENERGY

you, and it's also being used as a hard power, propaganda, etc.

creativity takes courage

SUSTAINABILITY
MÉT Hannes Heide
Bailio Annette
Christia
Silja Fischer

we are in a storm

we are here to put culture truly belong at the of the European project. If not now, when?

we are prepared by the Brechtiana building of Viktor Orban at Hanga

Art transcends cultures & borders - Christophers stagnation

Closing
MEP Nela Rieal

CULTURE IS CRUCIAL IN FIGHTING FOR DEMOCRACY
I promise I will fight for it.

we are in a battle for Europe. This is URGENT

we've never had so many participants!
1600 ONLINE

European Cultural Foundation

Bozar

#CulturalDealEU

KEY MESSAGES

CULTURAL DEAL FOR EUROPE ANNUAL POLICY CONVERSATION

Brussels, February 4, 2025

#CulturalDealEU

ABOUT THE ORGANISERS

The initiators of A Cultural Deal for Europe (CDEU):



Culture Action Europe (CAE) is the major European network of cultural networks, organisations, artists, activists, academics and policymakers. CAE is the first port of call for informed opinion and debate about arts and cultural policy in Europe. As the only intersectoral network, it brings together all practices in culture, from the performing arts to literature, the visual arts, design and cross-arts initiatives, to community centres and activist groups.

www.cultureactioneurope.org



Europa Nostra is the European voice of civil society committed to safeguarding and promoting cultural and natural heritage. It is a pan-European federation of heritage NGOs, supported by a wide network of public bodies, private companies and individuals. It is recognised as the largest and the most representative heritage network in Europe. Europa Nostra actively contributes to the definition and implementation of European strategies and policies related to heritage, through a participatory dialogue with European Institutions and the coordination of the European Heritage Alliance 3.3

www.europanostra.org

European Cultural Foundation

European Cultural Foundation (ECF) promotes a European sentiment through developing and supporting cultural initiatives that let us share, experience and imagine Europe. The first foundation with a European mission and vision (founded 1954), ECF believes in the power of culture to achieve a united Europe of diversity, democracy and freedoms, where solidarity, mutual respect and collaboration contribute to a shared sense of belonging.

www.culturalfoundation.eu

Event partner - CDEU Annual Policy Conversation 2025:

Bozar

Bozar offers a dynamic and diversified cultural programme of concerts and exhibitions: a multidisciplinary approach in which debates, theatre, cinema, literature and other disciplines meet to reflect on the connections between art and society.

www.bozar.be



Learn more about the Cultural Deal for Europe via

CULTURALDEAL.EU

KEY MESSAGES

Culture & Democracy

Culture strengthens democratic engagement and civic participation. It plays a crucial role in countering shrinking civic space and defending fundamental rights.

#CulturalDealEU calls for:

- Culture and cultural heritage to become pillars of the **European Democracy Shield**;
- Stronger **international cultural cooperation with Ukraine & vulnerable regions**;
- Foster interagency cooperation to **combat the use of Culture as a weapon** by authoritarian regimes

Sam Aleksandra

I'm looking at my black screen and I'm looking at my white democracy.



"We lack ambition. And this lack of ambition has a consequence and can be attacked." - MEP Laurence Farreng, Member of the Culture and Education Committee, Renew



KEY MESSAGES



Culture & Security

Culture is a pillar of resilience and international relations. From Ukraine to Georgia, cultural actors are on the frontlines, defending freedom and solidarity.

#CulturalDealEU calls for:

- Culture to be at the core of Europe's **security** dimension, **international relations** and **diplomacy**;
- Promoting **security in the cultural sector**, including artists' job safety and the role of **Artificial Intelligence**;
- Seriously addressing **digital security and safeguarding Cultural Heritage**, particularly in conflict zones and zones prone to crisis.

"Culture speaks more than words. We have to create a global perception through culture. **With soft power, without battles, we can create narratives.**" - **Marta Cienkowska, Deputy Minister of Culture and National Heritage in Poland**

"The cultural sphere becomes more like a sphere of war. **There are movements in Europe, which are getting stronger, and which start their warfare with culture.** They spend a lot of money on spreading ideas and non-European values." - **MEP Zoltán Tarr Member of the Culture and Education (CULT) Committee, EPP**

"**In Ukraine, the whole cultural infrastructure is under threat, including cultural policy and practices.** We need to use culture and heritage not only as soft power but as weapons. Fake news and brainwashing are all threatening political security." - **Ihor Poshyvailo, General Director of the National Museum of Revolution of Dignity (Maidan Museum), Ukraine**

KEY MESSAGES

Culture & Sustainability

Culture is a driver of social cohesion, sustainable development, and well-being. The EU must invest in cultural infrastructure and creative workers to secure a fair and green transition.

#CulturalDealEU calls for:

- Recognising Culture and Cultural Heritage as a **standalone UN Sustainable Development Goal beyond 2030**;
- Emphasise the role of culture **in city regeneration and post-industrial transitions** through bottom-up co-creation strategies



"What works for culture would also work for the EU, at national as well as at city level."
- **Silja Fischer, Secretary-General at the International Music Council**

"We need more green investment in cultural infrastructure." - **MEP Hannes Heide, Member of the Culture and Education Committee, S&D**



KEY MESSAGES

2% for Culture and Heritage in the Multiannual Financial Framework (MFF) of the EU

The CDEU calls for a minimum of 2% of the EU's future budget to be earmarked for culture, cultural heritage and creative sectors via a dedicated Culture programme. As per the estimates of the European Parliamentary Research Service, each euro (€) invested in the creative and cultural sector on EU level, generates a return of up to € 11 of GDP.

#CulturalDealEU calls for:

- Minimum **2% of the next EU budget** for Culture, Cultural Heritage & Creative Sectors
- A **stronger Creative Europe** programme that safeguards the freedom of creation
- Public funding for culture that supports **risk-taking**

"Culture worth much more than 2%, we need to put our ambition higher [...] Organise only one cultural programme for the next MFF! **Like Erasmus - A flagship programme for Culture in the next MFF!**" - MEP Helder Sousa-Silva, Member of the Budget (BUDG) Committee, EPP

CLICK [HERE](#) TO READ CULTURE ACTION EUROPE'S PAPER 'EU FUNDING FOR CULTURE IN THE MULTIANNUAL FINANCIAL FRAMEWORK 2028-2034'



2%

#CulturalDealEU

CULTURALDEAL.EU



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*I promise I will
fight for it.*

MEP Nela Riehl

*We heard a
huge distrust
from the community
in politicians*



Leander kämpf



**CULTURE:
THE COMPASS FOR
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the sector.*



Glenn Micallef

"Let the people on the streets in Europe be our motivation to challenge outdated structures, embrace new alliances, and **ensure that culture is recognized not just as an asset, but as a necessity.**"

- Lars Ebert
Secretary General, Culture Action Europe

"**Europe needs a reliable compass** – not just for security or competitiveness, but above all, **a Cultural Compass, one that guides and connects all other strategic priorities.**"

- Sneška Quaedvlieg-Mihailović
Secretary General, Europa Nostra

"Culture is not the fifth wheel but **the steering wheel!**"

- André Wilkens
Director, European Cultural Foundation



NEXT STEPS

These key messages were published on 12 February 2025.

Edited video recordings and report will reach several thousands of direct recipients in the coming weeks.

STAY CONNECTED

Please find here a link to the [photo album](#) and kindly credit François de Ribacourt.

We'd like to stay connected via our [BlueSky](#) and [LinkedIn](#) pages, and you are always welcome join the conversation using [#CulturalDealEU](#).

Credits:

Visual storytelling by [Menah Wellen](#)

Photos by [François de Ribacourt](#)