

A CENTRAL PLACE FOR CULTURE IN EUROPE'S FUTURE

The Cultural Deal for Europe campaign calls on the European Union to fully **integrate culture into its actions and policies**, as an overarching strategy in analogy to its Green Deal, to safeguard the sustainability and the future of the European project.

#CulturalDealEU

2020 - 2024 - beyond

Launched in November 2020 by **Culture Action Europe**, the **European Cultural Foundation** and **Europa Nostra**, acting also on behalf of the **European Heritage Alliance**, the Cultural Deal for Europe campaign asks for culture and cultural heritage to be duly included in the EU's recovery and funding programmes, its sustainable development strategies, and its relations with the rest of the world.

Thousands of organisations and individuals endorsed the Cultural Deal for Europe campaign alongside the support of **110 European networks**. **COVID-19** and the subsequent lockdowns gravely affected Europe's cultural sectors and just when the pandemic seemed to be fading away, **Russia invaded Ukraine**, bringing suffering to millions of people, with particular consequences for cultural workers as well as arts and heritage organisations.

These **unprecedented challenges and unforeseen circumstances call for coordinated and bold actions**, from decision-makers and civil society alike: locally, regionally, nationally, across Europe and beyond.

Two years after the launch of the campaign, we are **looking back at the achievements**, with many issues covered in the new **EU Council Work Plan for Culture 2023-2026**, but above all we see **what still needs to be done**. An important milestone in this agenda will be the **European Parliament elections in 2024**, for which we call upon all political parties to include a clear commitment to culture as a key resource for the future of Europe in their election programmes. With much hope and anticipation, we are also looking towards the soon-to-start **mid-term review of the Multiannual Financial Framework 2021-2027 of the European Union**.

Culture and cultural heritage matter, now more than ever. It matters as a central ingredient to all aspects of the future of Europe, as a **fundamental value**, both intrinsically and for its potential to strengthen democracy and to create the conditions for a strong creative sector of the economy.

We need a renewed and more ambitious European Cultural Agenda: we need a true Cultural Deal for Europe!

OUR VISION FOR A CULTURAL DEAL

2024 AND BEYOND

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POST-COVID RECOVERY AND RESILIENCE OF CULTURAL SECTORS

At the end of 2020, with over 110 European cultural networks and with the **support of the European Parliament**, we called on the EU and its Member States to devote **at least 2% of their national recovery and resilience plans to culture**. This took place in the context of a historical EU decision to support societies across the Union to recover from the devastating effects of COVID-19 pandemic. The national plans, prepared by Member States, provide **an unprecedented stimulus package of 723.8 billion EUR** in loans and grants to support post-COVID reforms and investments across the EU.

The Cultural Deal for Europe campaign succeeded in setting the symbolic 2% figure of investments for culture as a reference for the European Institutions and the Member States. In autumn 2021, Culture Action Europe mapped **the plans of 26 Member States and selected examples**, to inspire policy-makers and strengthen the voice of the culture, heritage and creative sectors' at national level. **An estimated 12 billion EUR are mobilised for culture across the selected Member States' plans** (15 out of 27).



As national investments are transformed into specific actions, open calls for proposals and targeted funding at the local level, **we call on the EU Institutions to monitor national cultural investments, and ensure they are effectively carried out**, in full transparency and with cultural stakeholders fully involved.

With many Member States using investments to renovate and safeguard cultural and heritage sites against the effects of climate change as well as skyrocketing energy prices, **we call on Member States to adopt the highest environmental and quality standards in the conservation and maintenance of Europe's historic buildings, and to set up support schemes to boost a just and people-centred energy transition**. This should also be done in the “cultural spirit” of the **New European Bauhaus** initiative in mind, respecting its core principles: **sustainability, inclusiveness and aesthetics**, as well as in line with the principles of **High-Quality Baukultur**, promoted by the recently launched **Davos Alliance**.

A large number of national recovery plans support infrastructural interventions in the cultural and creative industries, often prioritising big institutional players. We call on the Member States to **support the culture and heritage scenes with due respect of their complexity and diversity, including the independent cultural scene, intangible art forms as well as micro and small organisations** to safeguard the sustainability, variety and vitality of Europe's culture, heritage and creative sectors.

EUROPEAN CULTURAL DEAL FOR UKRAINE

Following Russia's brutal and unjustified invasion of Ukraine, which started in February 2022, the Cultural Deal for Europe partners, in addition to their respective specific 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 the cultural actors in Ukraine. **The Cultural Deal for Europe must also lead to a European Cultural Deal for Ukraine**, supporting its culture, heritage and creative sectors in the short, medium and long-term, also in view of the country's path towards its future accession to the EU.

On 17 May 2022, Culture Action Europe, the European Cultural Foundation and Europa Nostra took part in an exchange of views on "Culture in Times of Crisis – Cultural Solidarity in Support of Ukraine and Beyond" organised by the European Parliament's Culture and Education Committee (CULT). This public hearing led to a **European Parliament 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**, which was overwhelmingly endorsed by the plenary.



We believe that in the EU we are stronger together in face of any crisis. **We urgently call on the EU to include Ukraine's culture, heritage and creative sectors in the EU's relief package** and within the EU humanitarian support to Ukraine, **including in the macro-financial assistance package to help the country meet its financing needs. Culture, heritage and creative sectors should also be included in the Trust Fund for Ukraine** which

will mobilise international donors, as endorsed by the Heads of State and Government in **the European Council Conclusions of 24-25 March 2022**.

CULTURE IN ALL EU POLICIES AND PROGRAMMES

We welcome the steps taken so far by the EU Institutions as well as the Member States to jointly **develop a genuine EU cultural policy**. Only by working together, across different policy areas, can progress be made. **The European civil society committed to culture stands ready to support the EU in this endeavour.**

Besides their intrinsic value, **culture and cultural heritage represent a key vector for enhancing social and territorial cohesion and individual and societal wellbeing**, as well as promoting healthier ways of living. This is proven, among others, by the 2023 focus on mental health and the findings of the EU's preparatory action **Culture For Health**.

In the pursuit of a more ambitious and holistic strategy, we welcome the reflections of the European Commission **on the need for a new EU Framework for Culture**, as already **requested by the European Court of Auditors in 2020**, which has been subsequently endorsed by the new **EU Work Plan for Culture 2023-2026** of the Council.

Funding for culture and cultural heritage is available across various EU programmes and actions, but **is still to be strengthened and made accessible more widely**. We welcome the **substantial increase of the Creative Europe budget** in the multiannual 2021-2027 cycle, as well as the inclusion of culture in other EU programmes and funding streams, from Horizon Europe to the Cohesion Policy funds.

We also welcome the launch of the European Commission's **CulturEU interactive online funding guide**. We hope that this tool **will be further developed**, in order to provide tailor-made advice to cultural operators on EU funding opportunities, in particular related to programmes that might be less well known to Europe's cultural operators, and especially to support the needs of micro and small actors.



In order to effectively mainstream culture and cultural heritage across EU actions and priorities, **we call on the EU to adopt a comprehensive and robust strategy and framework for its cultural policy**, as called for by the new Council Work Plan for Culture 2023-2026: global yet sensitive to local contexts, ambitious, clear and understandable. The process of developing **a new strategic framework must meaningfully involve cultural stakeholders and civil society active in the wider field of culture.**

We call on the network of **Creative Europe Desks** as well as other actors, e.g. the **Europe Direct info points, European Commission representations and European Parliament liaison offices** in Member States, **information points and national desks** of respective EU programmes, **Culture Ministries and their agencies** as well as EU offices in regions and cities to further increase their involvement in promoting available opportunities among cultural operators, especially micro and small ones. At the same time, **we call on the EU not only to simplify the existing procedures to the maximum, but also to tailor** available programmes and opportunities to the needs of the cultural sectors.

A PLACE FOR EUROPEAN PHILANTHROPY

There are thousands of public-benefit foundations which seek to improve lives for people and communities in Europe. Philanthropy in Europe plays a unique role combining financial and non-financial resources and acting as a catalyst for the public good. It strengthens, protects and defends European values, rights and principles. Foundations across Europe **stand ready to work hand-in-hand with the EU, combining the political vision and resources of the EU Institutions with the capacity of European philanthropic actors to swiftly mobilise funding when necessary, and to address emergencies.**

The **Culture of Solidarity Fund** has been initiated by the European Cultural Foundation right at the outbreak of the COVID-19 pandemic in 2020 to support cultural initiatives that reinforce European solidarity and the idea of Europe as a shared public space. Since then, it has launched seven editions supporting more than 200 projects, amounting to 4.7 million euros, and bringing together 19 co-funding partners. Its **2022 edition to support Ukraine** and its cultural actors is part of a European Cultural Deal for Ukraine. Creating an enabling environment for **Philanthropy for Europe** could unleash and mobilise additional resources and help in addressing Europe's challenges more systemically and more effectively through partnerships of public, private and philanthropic actors.



We call on the EU and its Member States to accelerate the exploration of establishing a European public-philanthropic emergency response and recovery mechanism dedicated specifically to the cultural, cultural heritage and creative ecosystem. Such a joint venture, based on a multi-stakeholder approach, will strengthen these sectors through pooled funding and invest in their preparedness for future challenges.

We call on the European Commission to elaborate a legal and fiscal framework for such joint emergency and funding mechanisms.

WORKING CONDITIONS OF ARTISTS AND CULTURAL WORKERS

The COVID-19 crisis had a heavy toll on cultural workers, highlighting their precarious situation and generating discussions on how to improve their welfare conditions. Culture Action Europe is spearheading the advocacy efforts to call for EU-wide measures to address this issue. While we welcome **the momentum for pan-European discussions and action** on the issue, which could lead to the adoption of a European Framework on the Status of artists and cultural workers, we are still looking forward to **seeing effective and practical solutions put forward at the European level**. The Cultural Deal for Europe campaign stands ready to support the EU Institutions and key European partners in this endeavour.



We call on the EU and its Member States to achieve progress with benchmarking existing national policies in the framework provided by the current EU Member States' expert group on the working conditions of artists and cultural professionals. However, such an exercise **should not be limited to sketching out a compilation of concrete measures**. It must **pave the way towards a minimum common understanding** of what is

needed at the EU level to improve the working conditions in the culture, heritage and creative sectors, starting with a shared definition of what “cultural work” means and what its atypical and specific features are.

We call on EU Member States to build on the progress already made by some EU countries on labour rights for artists and cultural workers, and **on the EU to look for common standards** in order to cement a future European framework for working conditions in the culture, heritage and creative sectors. Such a tool should balance the various national and regional realities, and create minimum labour standards and social rights in a sector where mobility, work across borders, intermittency or unpaid work (including research or the preparation of projects) remain the main challenges to stable living and working conditions.

CULTURE IN 2030 SUSTAINABLE DEVELOPMENT GOALS

The COVID-19 pandemic revitalised **pan-European and global discussions on the cultural dimension of sustainable development**. We welcome the recent efforts undertaken at both European (report of the Member States' expert group on **the cultural dimension of sustainable development**), and global levels (**UNESCO MONDIACULT 2022 World Conference**). We are yet to see concrete actions, roadmaps or strategies materialise at the highest political level, in the EU and globally.



As work on the challenges of the post-2030 Sustainable Development Agenda begins, **we call on the EU and its Member States to speed up efforts to realise the potential of culture and cultural heritage as drivers of peace, sustainable development and social justice** and for ensuring strengthened ties between culture and sustainability. This should take place in two ways: **culture and cultural heritage as transversal dimensions to articulate the three existing Sustainable Development Goals (SDGs) pillars, and the inclusion of a specific, culture-related Goal** in the revision of the SDGs as a response to global campaigns such as the **#Culture2030 goal**.

We call on the EU to introduce a new narrative, by not only speaking about sustainability, but also by emphasising **culture as a vector for the implementation of all SDGs**. **We call on Member States to mainstream culture and cultural heritage into sustainability-related discussions** by engaging other ministries, beyond those responsible for culture, in their exchanges.

CULTURE AND THE EUROPEAN GREEN DEAL

A holistic strategy for inclusive, fair and sustainable development (at all levels) needs to have a **strong cultural dimension**. Many components of the **European Green Deal**, such as building renovation, the circular economy or the ‘Farm to Fork’, biodiversity strategies, research and innovation, are inseparable from cultural values and resources. While the **New European Bauhaus** has given a strong impetus for rethinking selected climate-neutral and sustainable dimensions across EU policies, we believe that this most welcome initiative should lead to an even broader and more inclusive process. **The green transition will not be fully successful if not supported by a cultural dimension**. In the face of the climate emergency, the link between culture and cultural heritage and the European Green Deal should therefore be broader, bolder and more meaningful. Among a series of relevant documents, the **European Cultural Heritage Green paper** (2021), developed by Europa Nostra in cooperation with ICOMOS and the **Climate Heritage Network**, with the support of the European Investment Bank Institute, recommends ways to align and involve cultural heritage’s contribution to the key areas of the European Green Deal.



The European Green Deal needs to go hand in hand with a Cultural Deal for Europe.

We call on the EU to fully **incorporate culture and cultural heritage in the European Green Deal** as key assets for addressing societal, environmental and economic challenges that require transversal and multidisciplinary responses.

We call on the EU to expand and promote the available financial and capacity-building opportunities for culture and cultural heritage on its path towards green transition.

CULTURE FOR THE FUTURE OF EUROPE

Despite expectations, and **the important input provided by cultural stakeholders** from across the EU to **the Conference on the Future of Europe**, a participatory exercise established by the EU Institutions to discuss potential reforms, we deeply regret that **culture and cultural heritage were included in too broad terms in its conclusions**. Still, as the Conference only marks the beginning of an open, inclusive and participatory process, **we look forward to putting the cultural dimension at the heart of the mobilisation** for shaping the future of the EU and the European continent as a whole, and to championing **cultural democracy** as a working method to advance participation and ownership of diverse communities.

For us, the Cultural Deal for Europe has never been confined to the borders of the European Union, since **culture and cultural heritage reach beyond these borders**. This aspect is particularly important, today more than ever.

In the light of the above, the Cultural Deal for Europe partners **look forward to engaging in the 2024 European Parliament elections campaign**, to reinforce the EU's cultural policy and Europe's cultural dimension. We want to see **due engagement with and commitment to Europe as a cultural project** among prospective candidates for elections to the European Parliament for the period of 2024-2029 that will be shaping the course of the European project in the years to come.



As called for at the closing of the Conference on the Future of Europe, we believe that the EU needs to find **inclusive and practical methods of working together with its citizens and partners from across the entire continent**, including in the wider field of culture. We believe that culture and cultural heritage have a key role to play in advancing democracy and expunging the notion of a “fortress Europe”, by building bridges and fostering respect and understanding between citizens and communities, and by removing any fences or artificially-created borders. **We, therefore, call on the EU and its Member States to fully acknowledge the role and place of culture for a better future of our continent** and stand ready to take an active part in the related exchanges and follow-up action.

about the initiators

#CulturalDealEU

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

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

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

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