

A Cultural Deal for Europe

TOOLKIT

#CulturalDealEU campaign guidelines

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#CulturalDealEU

What is a Cultural Deal for Europe?

Culture Action Europe, European Cultural Foundation, and Europa Nostra (representing the European Cultural Alliance) jointly proposed a **Cultural Deal for Europe** framework. This overarching strategy aims at placing culture at the centre of the European project and mainstreaming it across all policy fields: from the green transition to Europe's geopolitical ambition and from the digital shift to a value-driven Union. It focuses on both facilitating the contribution of culture to Europe's sustainable development and providing the sector with the credibility and resources for realising its full potential. By bundling together both short and long-term objectives, **Cultural Deal for Europe** is envisioned as a roadmap towards a more balanced, more comprehensive, and more inclusive European development model.

The **Cultural Deal for Europe** is an initiative in the making. It is an umbrella framework to be developed in the course of the following months, particularly in view of the preparations to the upcoming Conference on the Future of Europe. By launching this project, the European community of cultural, creative, heritage and philanthropic sectors leads a call for ideas and input from the representatives of the sector, with regards to the role of culture in the post-pandemic recovery of Europe and beyond.

We therefore propose a transversal and overarching Cultural Deal for Europe, which should demonstrate the EU's political commitment to place culture at the heart of the European project.

The Toolkit

This toolkit and guidelines are developed to provide CAE members and partners with the necessary elements to support the #CulturalDealEU campaign. Use the contents, action proposals and graphic elements of this toolkit to join forces and take coordinated action for a coherent, impactful campaign.

In each section of this document you will find information about how to use different elements to advocate at European and national level.

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Contents

In this section you will find the joint statement published by Culture Action Europe, the European Cultural Foundation and Europa Nostra (also coordinating European Cultural Alliance) and the main demands of the Cultural Deal for Europe.

[\[A Cultural Deal for Europe is available to download\]](#)

A Cultural Deal for Europe calls for the following:

- **Devoting at least 2% of the EU Recovery and Resilience Facility for culture.** The RRF represents 85% of the Next Generation EU Recovery Fund and will be implemented through national plans that are crucial tools to empower and enable cultural operators to act on a European scale.
- **All national recovery and resilience plans must show due evidence of cultural and European relevance.** We call on the EU Institutions to encourage and monitor the Member States to consult cultural operators in the design of the plans.
- **Full inclusion of culture in the 2030 Sustainable Development Agenda and the European Green Deal.** A holistic strategy for an inclusive, fair and sustainable development needs to have a strong cultural dimension.
- **Make sure funding for culture is mainstreamed into other relevant EU programmes and actions,** notably Horizon Europe, Erasmus+, Digital Europe, European Skills Agenda, Cohesion and Regional Development Funds as well as Europe's external action.
- **Relevant and timely support to cultural workers.** Enable policies and measures to improve their employment and working conditions.
- **Philanthropy to be associated strategically in the recovery of Europe and design of its future** by enabling a legal and fiscal framework for European philanthropy to unfold, and new forms of public-philanthropic partnerships to develop.
- **Upholding democracy and rights for a values-based Europe.** Culture has a powerful potential to advance the European values, which are central to our democratic societies.
- **Culture is key for the EU's external relations.** We reiterate the need to strengthen the role of international cultural relations in the EU's foreign, neighbourhood and sustainable development policies.
- **Culture for the future of Europe.** Artists, creatives, cultural workers, heritage operators, independent, amateurs, non-profits, volunteers, and civil society organisations must be made an intrinsic part of the process.

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How to use it

Translate the Cultural Deal for Europe in your language and adapt the calls for your local realities. Send it to your Regional, National and/or local authorities to propose an overarching strategy with a central place for culture. Feel free to propose **YOUR NATIONAL** or **REGIONAL CHAPTER** of the Cultural Deal for Europe.

The launch event videos

Culture Action Europe (CAE), the **European Cultural Foundation** (ECF) and **Europa Nostra**, also in its capacity as coordinator of the **European Heritage Alliance**, held the online debate on November 18, 2020, where "[A Cultural Deal for Europe](#)" was first presented publicly.

[\[Video message from David Sassoli, President of the European Parliament\]](#)

[\[Video message for Clément Beaune, French Secretary of State for European Affairs\]](#)

[\[Video Chapter 1: Culture as a driving force for Europe's recovery\]](#)

[\[Video Chapter 2: Philanthropy as contributor to the Cultural Deal for Europe\]](#)

[\[Video Chapter 3: Culture and cultural heritage for the future of Europe\]](#)

[\[Video Conclusions\]](#)

How to use it

Feel free to use this videos on your website, Social Media channels, presentations, newsletters or any other public communication. Please, do not forget to refer to #CulturalDealEU

Advocate to earmark at least 2% of NRRP for culture

In the open letter coordinated by Culture Action Europe, we, along with other 109 pan-European cultural networks and associations call the European Union (EU) and EU member states to protect culture as part of the coronavirus recovery plans and dedicate at the very least 2% of National Recovery and Resilience Plans (NRRP) budget to culture and creative sectors.

[\[Letters in different languages are available for your use – English, French, German\]](#)

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How to use it

Translate in your language and send these letters to Heads of State and Government, Ministers of Finance, Ministers of Culture, Ministers for European Affairs and advocate for earmarking at least 2% of NRRP for culture. Once the plans are proposed, continue to monitor policy developments to guarantee that recovery funds effectively reach cultural, creative and cultural heritage actors in EU Member States and their regions, cities and citizens.

Actions

In this section you will find different actions that Culture Action Europe will initiate in the framework of the #CulturalDealEU campaign. Are you planning related action or would you like to have our contribution on this topic at your event or advocacy activity? Do not hesitate to contact us. All the actions will need your support. We count on your active participation!

Organise National/Regional Hub meetings

National/Regional hub meeting can be an efficient tool to mobilise the cultural ecosystem of your territories around the campaign. Reach out to CAE members in your country/region and your partners, call a meeting to debate the state of arts and culture in your country and introduce an overarching framework of the Cultural Deal for Europe.

How to use it

Culture Action Europe has developed a template format and methodology for the national/regional hubs that you are free to use and adapt to your given realities. You can always reach out to us, in case you need any support.

Culture Action Europe members and partners are invited to organise a geographical hub meeting, focusing on the role of culture in the post-pandemic societies, with a double focus: from National and European perspectives.

The first part of the meeting can be focused on the national realities - Cultural reality check (topics differ from country to country). Culture Action Europe will be extremely interested in using this space to collect information about the place for culture and creative sectors in the National Recovery Plans of the country, where the hub is taking place. As a reminder, [CAE, with 110 pan-European networks, call for at least 2% of National Recovery and Resilience Facility to be earmarked for the CCS.](#)

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The second part of the meeting is looking at the connections between national, regional and European levels. Culture Action Europe proposes to use a Cultural Deal for Europe as an overarching and inspirational framework for advancing culture both in national and European policies and post-crisis recovery plans.

Draft agenda of the meeting (Hubs are free to adjust to their own needs)

1. Welcome - what is going to happen today? (plenary)
2. Who are the participants? (plenary)
3. Who are hosts and invited guests? (plenary)
4. Facilitated discussion on topics identified as crucial in the regional/national context (possible group work, break out sessions etc.)
5. Presentation of group discussions, identifying main challenges and opportunities (plenary, by rapporteurs of the groups and facilitator)
6. Break
7. Presentation on a Cultural Deal for Europe by Culture Action Europe (plenary)
8. Facilitated group work to draft the regional/national chapter of the Cultural Deal for Europe, that should reflect on the topics identified by the group in the first part of the meeting
9. Presentation of group discussions and synthesizing the document (plenary, by rapporteurs of the groups and facilitator)
10. Next steps
11. Wrap up

The regional/national Chapter of the Cultural Deal for Europe

A Cultural Deal for Europe is proposed as an overarching, inspirational framework for bringing it closer to the national/regional realities. Hence, the national chapters should bring forward issues that are of a paramount importance for the cultural and creative sectors in the given territory (we propose to have 3 main issues identified for the national/regional chapter, however this is only indicative). The chapter is ideally one page long, translated into the local language and serves as an advocacy tool at the national level.

Practical elements:

The first section focuses on national realities

The second translates national challenges and opportunities to the European level

Break in between two sections

Facilitator required

Minimum length 3 hours (can be divided into two days, if it increases engagement)

Zoom (or other) with break-out sessions or hybrid version

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Take part in the #CulturalDealEU social media action day

On the 13th of January 2020, Culture Action Europe organises a social media action day to communicate widely about the Cultural Deal for Europe. We invite our members and partners to support this action on Social Media by engaging with the campaign.

How to use it

Mark your social media calendars – 13 January 2020 is #CulturalDealEU European campaign day. Change your social media headers with the campaign graphics and visuals, use #CulturalDealEU hashtag when tweeting about the deal and tag your national policy-makers, put up the campaign logo on your website, write a post about the deal and/or prepare a Newsletter or any other communication focusing on the Cultural Deal for Europe. Do not forget also to use videos and illustrations.

Let's make some noise together to place culture at the centre of public-debate and decision-making!

Proposed tweets

European cultural ecosystem calls for an overarching #CulturalDealEU which should demonstrate the EU's political commitment to place #culture at the heart of the European project.

Cultural sector proposes an ambitious #CulturalDealEU to the EU policymakers, as an umbrella strategy for reviving and reimagining #Europe through #culture.

#CulturalDealEU is a cornerstone for the revival of #Europe. This is why it should also be at the center of EU policies & of the entire EU project. #actforculture

Interact and use #CulturalDealEU hashtag

Follow the #CulturalDealEU to remain informed about the campaign activities. Use the hashtag when tweeting about the Cultural Deal for Europe and do not forget to tag the policy-makers!

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Graphic tools

In this section you will find graphic elements related to the campaign.

Campaign Logo

compact-vertical version

#Cultural
DealEU

extended-horizontal version

#CulturalDealEU



Green: sustainability
Fluorescent: technology



Visibility, strength



Hashtag inserted into the brand as a feature of immediacy and constant motion

Keyword **Deal** is highlighted in all versions

[\[Download logos here\]](#)

#CulturalDealEU

Social Media visuals

We have developed visuals for your social media – from banners to images. Feel free to pick and choose the ones you prefer the most.

[\[Download social media visuals here\]](#)

Document template and fonts

Planning to translate some of the elements of the campaign and need a document template? Do not worry, we have also made it available for your use.

[\[Download document template here\]](#)

[\[Download campaign fonts here\]](#)

Illustrations by Menah

Menah (www.menah.nl) worked with us during the launch event of the Cultural Deal for Europe and developed great illustrations. Feel free to use them for your social media actions, BUT do not forget to acknowledge the artists (Illustrations by Menah – www.menah.nl)

[\[Download Menah's illustrations here\]](#)

[\[Download Menah's time-lapse video here\]](#)