Dear Culture Action Europe Members,

As we discussed in Turin, now is the moment to act.

**Culture Action Europe needs your engagement to help coordinate the sending of letters to your national finance ministers in support of the Creative Europe programme.**

**Context**

The European Commission is expected to present its first proposal on the post-2027 Multiannual Financial Framework (MFF) on 16 July. There are indications that the Commission is considering merging the Creative Europe programme with the Citizens, Equality, Rights and Values (CERV) programme, while also cutting its budget. This would significantly undermine the autonomy and impact of Creative Europe.

We have already [addressed](https://cultureactioneurope.org/news/culture-action-europe-calls-on-ursula-von-der-leyen-to-keep-a-standalone-creative-europe/) Commission President Ursula von der Leyen, calling for Creative Europe to remain a standalone programme with an increased budget.

**What to do**

The next crucial step is to engage Member States. National governments will be preparing their initial reactions to the Commission’s MFF proposal before the summer break in August, and will then define their official positions in the autumn. We ask our regional hubs to write to your national finance ministers urging them to: 1) Safeguard Creative Europe as a standalone programme, and 2) Secure an increased budget for it in the next MFF.

**A letter template is below.**

**Instructions**

**1. Please send your letter during the week of 7 July.** Most Ministries of Finance should have a publicly available contact email. Or you can always send it the good old way via post.

**2. The letter should be signed by members of your regional hub**, but it can also be opened to other cultural organisations in your country. Please mobilise quickly.

**3. Please translate the letter and adapt it to fit your country’s context,** if needed. You know best how to reflect the national situation and political climate. However, please keep the core message clear: Creative Europe must remain a standalone programme with an increased budget. Let’s stay focused and avoid adding other demands at this stage.

Also, remember that you are writing to the Finance Minister, hence all the jargon in the template letter: ‘cost-effective’, ‘fiscal constraints’, and ‘diversified income streams.’

**4. To strengthen your letter, please include data on Creative Europe’s impact in your country.** Specifically, you can mention: 1) the number of Creative Europe projects involving organisations from your country; 2) the total budget of these projects.

You can usually find this information on the website of your national Creative Europe Desk, where there is often a dedicated section for project results.

If the data isn’t available on your national desk’s website, you can also access the list of all supported projects [here](https://culture.ec.europa.eu/creative-europe/projects/projects-lists). Filter by year (starting from 2021) and search how many organisations from your country participated in the projects by using your country code (e.g. DE, FR, LT, etc.). The full list of EU country codes is [here](https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Tutorial:Country_codes_and_protocol_order%23:~:text=NMS-12,%2520etc.-,Codes,%2520names%2520and%2520protocol%2520order%2520of%2520European%2520Union%2520(EU)%2520Member%2520States,-Code).

**5. Before sending the letter, check the official requirements for letters in your country.** Some ministries may require: full name and surname, contact details, date, and signature.

**6. When you send your beautiful signed letter, please share it with us!** We may feature it in our communications as an example to inspire other hubs. And of course, share your letter in your social media.

**7. Thank you! We’re counting on your swift action.**

T E M P L A T E

Dear [name of your Finance Minister],

We are a group of [your country] cultural organisations, actively engaged at the European level.

This July, the European Commission will present its proposal for the next Multiannual Financial Framework (MFF), the EU’s long-term budget for the post-2027 period. As a member of the Economic and Financial Affairs Council configuration of the Council of the European Union, your position will be decisive in the budget negotiations. **We urge you to support the preservation of Creative Europe as a standalone programme and to back an increase in its budget in the next MFF.**

Despite a very modest allocation, currently just 0.2% of the total EU budget (€2.44 billion over seven years), Creative Europe has had a measurable and strategic impact. Since 2021, [your country] organisations have participated in [number] Creative Europe projects, with a total budget of [€ sum]. Think of [names of the projects] — they would not have been possible without funding from Creative Europe. These projects have improved our international positioning, diversified income streams, and opened new export opportunities for our sector.

According to the [European Parliament Research Service](https://www.europarl.europa.eu/RegData/etudes/STUD/2023/734690/EPRS_STU(2023)734690_EN.pdf%23page=188), each euro invested in common EU action supporting or complementing the existing funding for the creative and cultural sector potentially generates a return of up to €11 of GDP. **If the EU were to increase its expenditure on culture to 2% (approximately €24 billion) of the MFF budget, the measure would generate €266 billion of additional GDP or €38 billion annually.**

Creative Europe is cost-effective and has a clear European value added: it concentrates funding in transnational partnerships, allowing cultural organisations to share resources, reduce costs, and develop shared solutions like common platforms, co-productions, or training programmes.

While [your country] undoubtedly needs sufficient national cultural funding to support its cultural heritage, cultural infrastructure, and local cultural products, Creative Europe brings a unique offer that complements our national policies.

Creative Europe supports NGOs and SMEs, improves access to European audiences, and directly contributes to the single market in services and intellectual property. In the context of global competition and disinformation, it also strengthens [your country] international profile at a fraction of the cost of other external or defence instruments.

Unlike purely national schemes, Creative Europe boosts the cultural sector’s capacity through cross-border collaboration, artistic mobility, and innovative funding schemes. **The programme has proven crucial to the longevity of cultural organisations,** particularly during times of crisis such as the pandemic, when EU support helped mitigate severe structural damage to the cultural ecosystem.

We recognise the current fiscal constraints. But Creative Europe is not a major expenditure line; it is a strategic, low-risk investment with cross-sectoral impact. Retaining it as a separate budget line guarantees visibility, effectiveness, and measurable value for citizens. Participation in cultural activities supported via Creative Europe strengthens social cohesion and resilience both in [your country] and across Europe.

Over the years, Creative Europe has become a fundamental component of our national cultural and funding ecosystem, and we urge you to help ensure it remains so in the future.

More than 1500 artists and cultural professionals across Europe have endorsed [a call](https://cultureactioneurope.org/projects/cultureactionnow/endorse-the-campaign/) to the European Commission to preserve and strengthen Creative Europe in the next MFF.

We note that 27 EU culture ministers, including our own [name of your Culture Minister], have already signed a [letter](https://cultureactioneurope.org/wp-content/uploads/2025/01/Letter_CreativeEurope_final.pdf) calling on the European Commission to prioritise the Creative Europe programme in the next MFF.

**We now ask that you align with this position and ensure that this small but high-impact programme is not diluted or merged under larger thematic umbrellas where it would lose operational effectiveness.**

Thank you for your attention and leadership ahead of these important negotiations.

Kind regards,

Members of Culture Action Europe’s [your country] Regional Hub:

Organisations…