



Dear President von der Leyen,

Dear Commissioner Serafin,

What is smaller than a star on a €100 note?

The EU's investment in Creative Europe.

Just 0.2% of the EU budget, and yet it keeps Europe creative, cohesive, and competitive.

Creative Europe has supported over 2500 projects and 5000 organisations already halfway through the current Multiannual Financial Framework.

Creative Europe has backed NGOs and SMEs, improved access to European audiences, and contributed to the single market in services and intellectual property.

Creative Europe has helped cultural organisations adapt and avoid structural collapse during the pandemic.

Creative Europe has reached thousands of communities and households across Europe, supporting individual livelihoods and families along the way.

Creative Europe has enabled long-term public value, including for future generations. It has empowered Europeans to develop creative skills, engage in meaningful work, connect across borders, and improve mental health and well-being.

We believe Creative Europe should remain a self-standing programme with a dedicated cultural funding stream in the next Multiannual Financial Framework.

As the programme is being restructured, both the Culture and Media strands of Creative Europe must be properly funded and deserve a meaningful budget increase.

Every euro the EU invests in culture and creativity can generate up to €11 in GDP, according to the [European Parliament Research Service](#). Imagine what could be achieved with investment that is proportionate to a sector that generates 4% of GDP and employs 8 million people.

If the EU raised Creative Europe's budget to 2% of the MFF (about €24 billion), that could add €266 billion to Europe's GDP over seven years.

With 2%, the Commission could support 1,000,000 cultural and creative workers, giving them real jobs and reasons to innovate and thrive in Europe. That's what keeps us competitive globally.

With 2%, the Commission could reach 10,000,000 people, including youth, women, marginalised groups, and rural communities, with genuine face-to-face cultural experiences. That's what keeps our societies united and democratic.

With 2%, the Commission could support the creation and distribution of 5,000 films, translate 10,000 books, and run 500 festivals and concerts across Europe. Co-created, engaging content is the most effective tool we have to push back against the flood of propaganda. That's our information hygiene and defense against hybrid threats.

Ultimately, it means millions of people connecting with European values, contributing to our markets, and helping defend Europe's democratic sovereignty.

Ahead of the MFF proposal publication, [1,700 cultural and creative professionals are urging you to increase the Creative Europe budget](#) and ensure that culture funding remains strong, visible, and autonomous in the next MFF.

Thank you for your leadership and consideration.

[Culture Action Europe](#), leading European cross-sectoral cultural network
on behalf of signatories of the [Ask, Pay, Trust the Artist](#) campaign

Kind regards,

Lars Ebert

Secretary-General

11 July 2025, Brussels