



To:  
Roberta Metsola, President of the European Parliament

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Members of the Conference of Presidents

17 October 2025

Dear President Metsola,

As the European Parliament prepares to form and voice its position on the European Commission's proposal for the next Multiannual Financial Framework (MFF), **we are writing on behalf of civil society in the cultural and heritage sectors to highlight the importance of culture and heritage funding in the next EU budget, and to call on you to ensure the leading role of the Committee on Culture and Education (CULT) for the proposed AgoraEU programme.**

The next MFF should enable the EU to invest in what truly matters—and culture and heritage undoubtedly do. We firmly believe that culture and heritage are strategic assets for Europe's competitiveness, democracy, solidarity, sustainability, and social cohesion. As underlined by the [European Parliament Research Service](#), every euro the EU invests in culture and creative sectors can generate up to €11 in GDP. Participation in cultural activities directly [strengthens democratic life](#) and develops a stronger sense of belonging, thus increasing Europe's ability to respond to crises and [enhancing wellbeing and health](#) of our people and our society as a whole.

We therefore support an ambitious and well-resourced AgoraEU programme—particularly its Creative Europe – Culture and MEDIA+ strands, as well as the CERV+ strand—as a way to foster stronger synergies among these components, all of which should remain value-based and culture-driven.

In light of the above, we strongly believe that the European Parliament's handling of the proposed AgoraEU programme should fully reflect the programme's essentially cultural character and the specific needs of the sectors concerned. **To that end, we urge you to ensure the leading role of the CULT Committee for all matters related to the AgoraEU programme.**

**First, coherent steering is essential for a programme that serves the entire cultural ecosystem,** from creation and skills to mobility, distribution and audiences. The proposed AgoraEU programme builds on Creative Europe's proven architecture: the Culture and MEDIA+ strands of AgoraEU account for two-thirds of the programme structurally and close to 60% of its budget. The cultural and audiovisual ecosystems the future AgoraEU programme will oversee sit within CULT's remit and institutional memory, in line with its [responsibilities](#) for the cultural aspects of the European Union, audiovisual policy and the cultural and educational aspects of the information society, and information and media policy.

As the EU prepares its new cultural strategy—the [Culture Compass](#), which is aimed at supporting the cultural ecosystem as a whole—AgoraEU should likewise uphold a holistic approach as the main funding tool for culture and heritage. The Commission’s [recent evaluation](#) shows that Creative Europe delivers high impact with a comparatively light administrative load when governance is streamlined. We should retain this advantage as we transition to the future AgoraEU where we believe the CULT Committee is the best placed and habilitated to lead on programme’s content, funding and delivery.

**Second, high demand for and huge success of the current Creative Europe programme—and oversubscription that comes with it—highlights the need for clear, transparent processes.** In the [recent](#) call under Creative Europe’s Culture strand, 1663 proposals competed for an expected 10–15% success rate, leaving many excellent projects unfunded only due to limited EU budget. In such conditions, beneficiaries and the executive agency need one coherent parliamentary counterpart to avoid divergent interpretations in guidelines and evaluations.

A coherent governance setup under the CULT Committee should lead to a strong and clear budgetary position in the MFF negotiations, with the aim to secure and, where possible, increase the proposed AgoraEU budget, support simplification tools, and ensure principles outlined in the proposed AgoraEU Regulation (artistic freedom, diversity of cultural expressions, proper working conditions for artists, media editorial independence and professional standards, etc.).

**Third, the Commission and Parliament have both committed to simplification and reducing the administrative burden for beneficiaries.** In practice, the sector experiences simplification when accountability is clear and interpretation is unified.

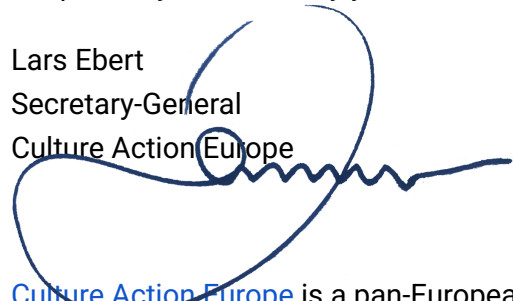
Designating the CULT Committee as the lead committee for the proposed AgoraEU programme would ensure a clear, ‘one-stop shop’ parliamentary counterpart that is better aligned with the programme’s values, content and architecture. It would help prevent the risk of fragmentation, inconsistent programme design, and too complex procedures for applicants and beneficiaries.

This clear governance choice will keep the future AgoraEU programme implementable on time, coherent in its cultural values and objectives, and trusted by the hundreds of thousands of creators, cultural and audiovisual workers, SMEs, and civil society organisations who rely on it.

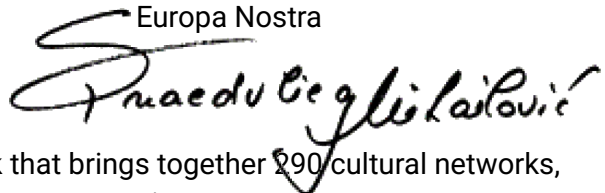
Thanking you for your consideration and support.

Respectfully and cordially yours,

Lars Ebert  
Secretary-General  
Culture Action Europe



Sneška Quaadvlieg-Mihailović  
Secretary-General  
Europa Nostra



[Culture Action Europe](#) is a pan-European network that brings together 290 cultural networks, organisations, artists, and activists from 35 European countries.

[Europa Nostra](#) is the pan-European federation of heritage NGOs, representing hundreds of organisations, professionals, and volunteers across over 40 countries, dedicated to the protection and promotion of Europe’s cultural and natural heritage.