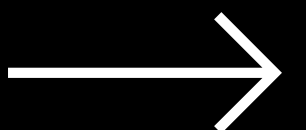


# NAME PLACE FUND

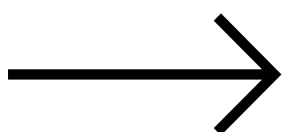
CULTURE  
IN HORIZON EUROPE  
&  
THE EUROPEAN  
COMPETITIVENESS FUND



# WHAT'S UP?

**EUROPE IS ABOUT TO  
LEAVE CULTURE OUT OF  
TWO OF ITS BIGGEST  
PROGRAMMES FOR 2028-2034.**

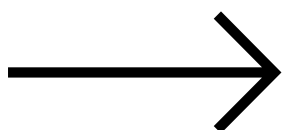
**HORIZON EUROPE AND THE  
NEW EUROPEAN  
COMPETITIVENESS FUND:  
€409 BILLION FOR 2028-2034.**



# WHAT'S UP?

**SEVEN YEARS OF  
RESEARCH, INNOVATION,  
AND INDUSTRIAL STRATEGY.**

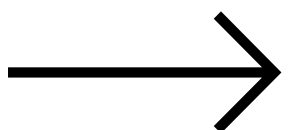
**IN BOTH,  
CULTURE IS MISSING FROM  
THE STRUCTURE.**



# WHAT'S UP?

**TODAY, HORIZON HAS A  
CULTURE CLUSTER  
WORTH €2.3 BILLION.  
IN THE NEXT CYCLE, IT  
DISAPPEARS.**

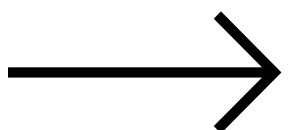
**THAT MEANS LESS  
RING-FENCED BUDGET,  
LESS VISIBILITY, AND  
FEWER DEDICATED CALLS.**



# WHAT'S UP?

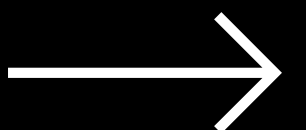
**IN HORIZON, CULTURE IS  
DOWNGRADED TO A  
'HORIZONTAL PRINCIPLE.'**

**IN THE COMPETITIVENESS  
FUND, IT'S SQUEEZED INTO  
A SINGLE LINE INSIDE THE  
HEALTH POLICY WINDOW.**



**THE CULTURAL  
SECTOR  
DOESN'T  
ACCEPT THAT.**

**WE'RE ASKING  
FOR THREE  
THINGS.**

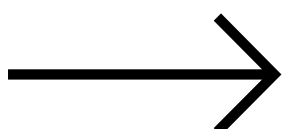


# NAME

**PUT CULTURE IN THE TITLE OF A  
HORIZON EUROPE WINDOW:  
‘CULTURE AND GLOBAL  
SOCIETAL CHALLENGES’.**

**PUT CREATIVITY IN THE TITLE OF  
A COMPETITIVENESS FUND  
POLICY WINDOW.**

**WHAT GETS NAMED, GETS  
FUNDED.**



# PLACE

**GIVE CULTURE DEDICATED  
STRUCTURAL COMPONENTS IN  
BOTH PROGRAMMES.**

**DEDICATED COMPONENT =  
DEDICATED BUDGET LINES,  
WORK PROGRAMMES, CALLS.**

**A HORIZONTAL PRINCIPLE IS NOT  
ENOUGH. AN OBJECTIVE WITHIN  
ANOTHER WINDOW IS NOT  
ENOUGH.**

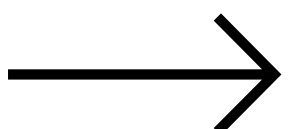




# FUND

**€5 BILLION FOR CULTURE AND  
ARTISTIC RESEARCH IN HORIZON  
EUROPE.**

**€3 BILLION FOR CULTURAL AND  
CREATIVE INDUSTRIES IN THE  
EUROPEAN COMPETITIVENESS  
FUND.**



**TO THE EUROPEAN COMMISSION,  
THE EUROPEAN PARLIAMENT,  
AND THE COUNCIL OF THE EU:**

**GIVE CULTURE DEDICATED  
COMPONENTS IN HORIZON  
EUROPE AND THE  
EUROPEAN  
COMPETITIVENESS FUND  
WITH PROPER FUNDING IN  
THE 2028-2034 BUDGET.**

**NAME IT.  
PLACE IT.  
FUND IT.**

# THIS CAMPAIGN IS COORDINATED BY:

