

# NAME PLACE FUND

**CAMPAIGN**

**MEETING**

**Monday 29 June 2026**

**11:00 - 12:00 (CEST)**

*Irene Garofalo (ELIA)*

*Marco Fiore (MCA)*

*Rhys Nugent (Culture Action Europe)*



# CAMPAIGN MEETING OVERVIEW

**1. THE CURRENT SITUATION**

**2. NAME, PLACE, FUND CAMPAIGN OVERVIEW**

**3. HOW TO GET INVOLVED**

**4. NEXT STEPS**



# 1

## THE CURRENT SITUATION

What's going on?

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# 1. MFF 2028 - 2034

- Next EU long-term budget (MFF)
- EC Proposal (July 2025)
- Heading #2
  - **Horizon Europe**
  - **European Competitiveness Fund**

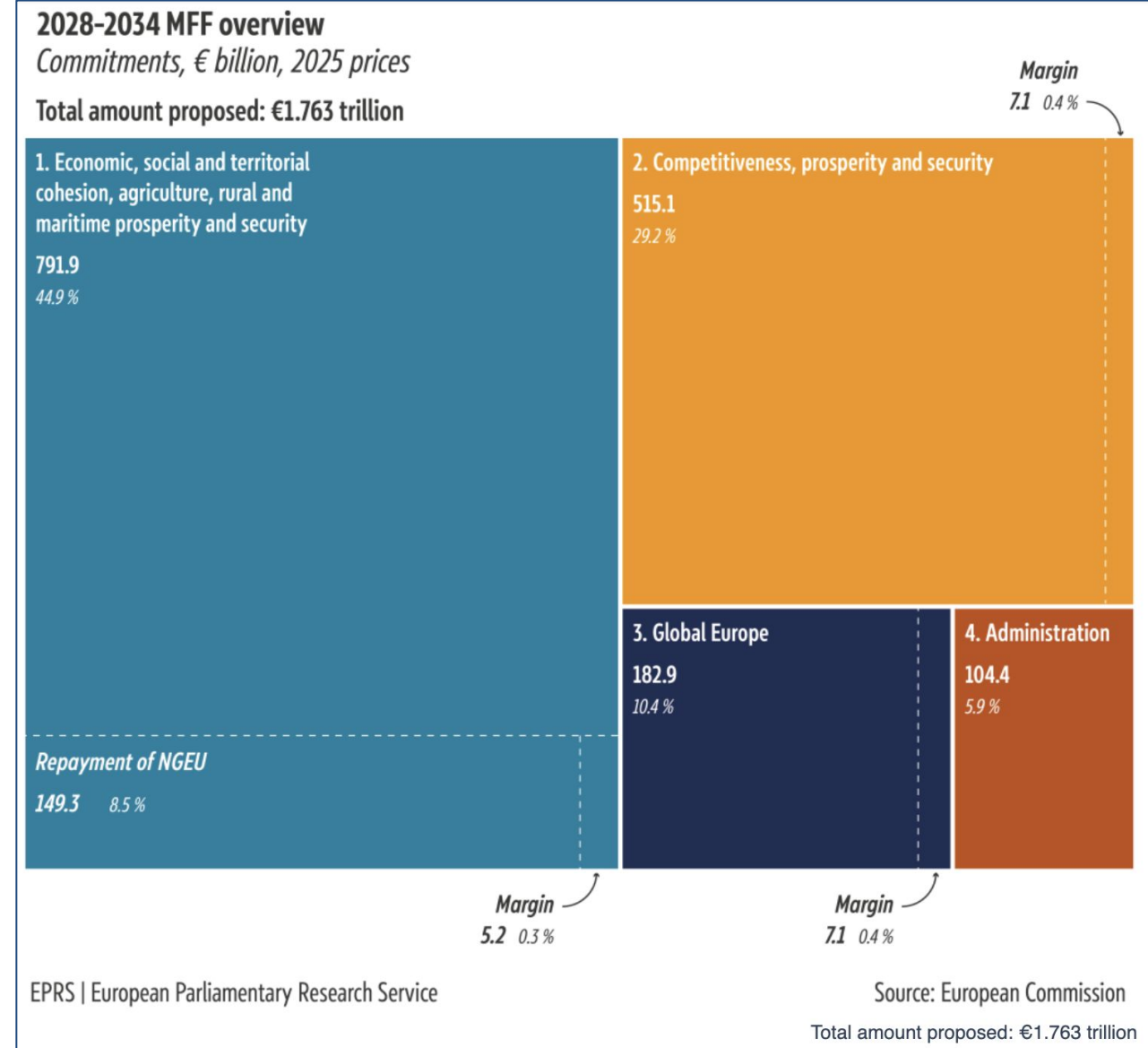




Image Source: European Commission, 2025

# Horizon Europe

## 2021 - 2027 MFF

Name for Culture? YES

- Cluster 2: Culture, Creativity and Inclusive society

Place for Culture? YES

- Dedicated work programmes, budget, calls

Funding for Culture? YES

- €2.44 billion for Cluster 2

## 2028 - 2034 MFF (EC Proposal)

Name for Culture? NO

- 1 mention of 'culture and creativity'
- Implicit in Part II(3) 'Digital Leadership' under ECF

Place for Culture? NO

- No indication of dedicated WPs, budget, calls for culture

Funding for Culture? N/A

e.g. €16.85 billion of support for Digital Leadership

# HORIZON EUROPE - INSTITUTIONS' POSITIONS


## European Commission Proposal (July 2025)

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€175 billion budget

### 4 Windows - Pillar II

- Clean Transition, Ind. Decarb.
- Health, Biotech, Agri., Bioeco.
- Digital Leadership
- Resilience, Security, Def., Space

Name? 

Place? 

Funding? 

## European Parliament ITRE Draft Report (13/03/26)

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€200 billion budget (14.29% increase)

### 4 Windows - Pillar II (Adapted EC)

- Energy Infra., Ind. Decarb., Clean tech.
- Digital Infra., Agile Digital Leadership
- Health, Biotech., Sust. Prosperity
- Crit. Resources, Security, Defence,  
Space

Name? 

Place?  (Horizontal only - Art. 5)

Funding? 

## COUNCIL OF THE EU P. General Approach (25/06/26)

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€175 billion budget (Same as EC)

### 4 Windows - Pillar II (Same as EC)

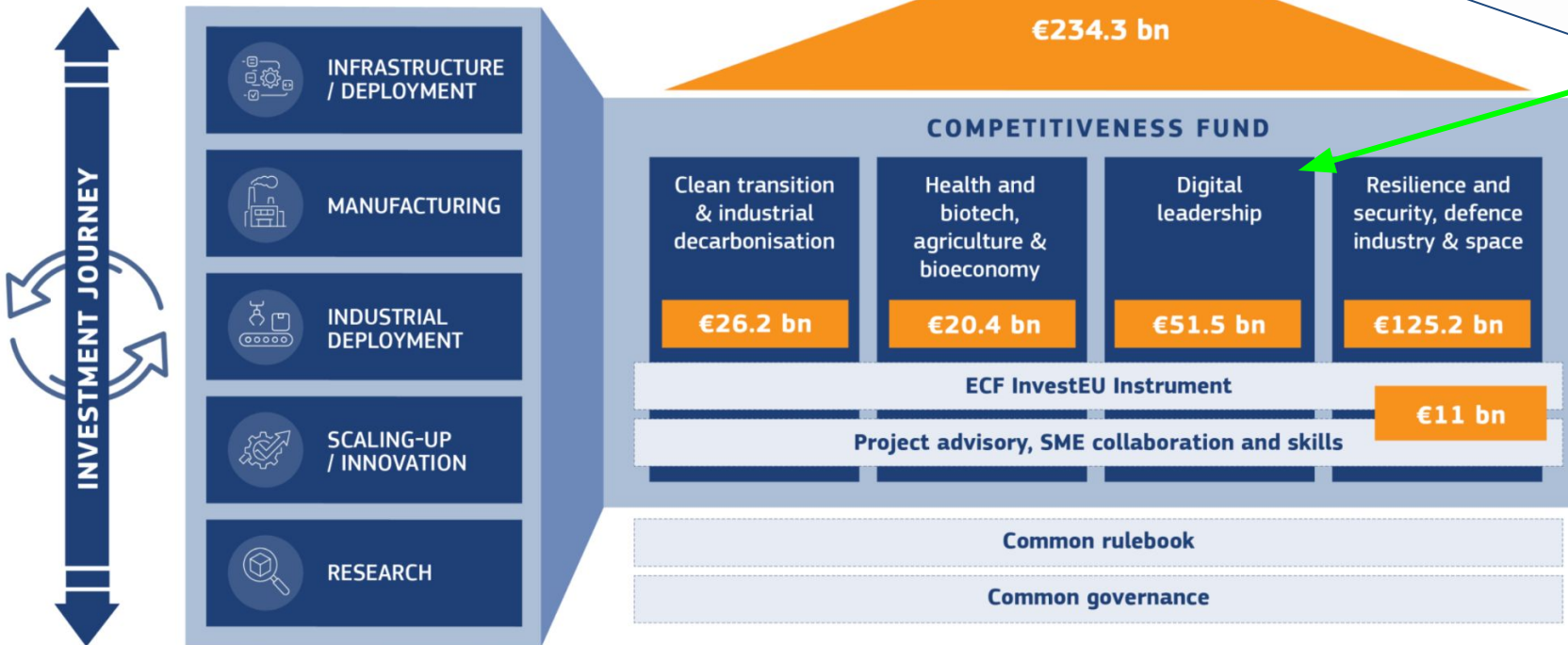
- Clean Transition, Ind. Decarb.
- Health, Biotech, Agri., Bioeco.
- Digital Leadership
- Resilience, Security, Def., Space

Name? 

Place?  *Inclusion under 'Society'*

Funding? 

# European Competitiveness Fund (ECF) - NEW



(c) For support to Digital Leadership policy, the specific objectives of fostering innovation and competitiveness of digital sector for a competitive and secure Union and bringing its benefits to citizens and society, public administrations and businesses across the Union. This shall include, but not be limited to, supporting the entire digital value- and supply-chains and activities including support to start-ups, scale-ups and SMEs, in particular along the following dimensions: Achieving technological sovereignty through digital ecosystems such as AI-powered digital twins; technology transfer and innovation, and through leadership in digital and AI technologies, including through digital applications and services, infrastructures, capacities and capabilities and citizens by deploying advanced cybersecurity in the Union; Enabling the power of digital for businesses and citizens by reinforcing interoperability across the Union, including support to digitalisation of companies, including SMEs, small mid-cap companies, start-ups and scale-ups; Supporting the digital transformation and interoperability of public and private sectors through the rapid uptake of AI, the wallet technologies, such as EU Digital Identity Wallets and trust services established pursuant to Regulation (EU) No 910/2014 and the forthcoming European Business Wallets and other digital innovative solutions. **Support to cultural and creative industries**, complementing the AgoraEU programme.

Image Source: European Commission, 2025

# ECF - INSTITUTIONS' POSITIONS

## European Commission Proposal (July 2025)

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€234.3 billion budget

### 4 Windows

- Clean Transition, Ind. Decarb.
- Health, Biotech, Agri., Bioeco.
- Digital Leadership
- Resilience, Security, Def., Space

Name? 

Place? 

Funding? 

## European Parliament ITRE Draft Report (20/04/26)

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€264.35 billion budget (13% increase)

### 4 Windows (Adapted from EC)

- Energy Infra., Ind. Decarb., Clean tech.
- Digital Infra., Agile Digital Leadership
- Health, Biotech., **Sust. Prosperity**
- Crit. Resources, Security, Defence, Space

Name? 

Place?  Under 'Sust. Prosperity'

Funding? 

## COUNCIL OF THE EU P. General Approach (16/06/26)

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€234.3 billion budget (Same as EC)

### 4 Windows (Same as EC)

- Clean Transition, Ind. Decarb.
- Health, Biotech, Agri., Bioeco.
- **Digital Leadership**
- Resilience, Security, Def., Space

Name? 

Place?  Under 'Digital Leadership'

Funding? 

# 1. Summary

**MFF 2028-2034 NEGOTIATIONS ARE UNDERWAY**

**CLUSTER II IS GONE FROM HORIZON EUROPE**

**CULTURE IS (MOSTLY) ABSENT FROM ECF**



*Image Source: European Commission, 2025*

# 2

## **NAME, PLACE, FUND CAMPAIGN**

What is the campaign and why does it matter?

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# NAME PLACE FUND

JOIN THE CAMPAIGN TO  
SECURE CULTURE FUNDING  
IN HORIZON EUROPE  
AND THE EUROPEAN  
COMPETITIVENESS FUND

- PUBLIC CAMPAIGN LAUNCHED  
MAY 2026
- ARTISTIC RESEARCH ALLIANCE (incl.  
Culture Action Europe, ELIA) and MCA

THIS CAMPAIGN IS COORDINATED BY:



# NAME, PLACE, FUND (1/2)

## NAME

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- Put culture in the title of
  - a Horizon Europe window
  - a ECF policy window.

e.g. Horizon: '**Culture** and Global Societal Challenges'

## PLACE

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- Horizontal = insufficient
- Ensure dedicated structural components for culture in Horizon + ECF:
  - **Dedicated budget line(s)**
  - **Work programmes**
  - **Dedicated calls**

## FUND

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- **Horizon: €5 billion** for culture and artistic research
  - Roughly double the funding in current MFF
- **ECF: €3 billion for CCSI**
  - Roughly 1.3% of the ECF budget proposed

CULTURE COMPASS & JOINT DECLARATION "Culture for Europe - Europe for Culture"

## CLUSTER II (Horizon)

1,331 PROPOSALS SUBMITTED (2025)

2.4% OF TOTAL PROGRAMME FUNDING

ARTISTIC RESEARCH +  
CULTURAL HERITAGE PROTECTION

*‘SSH aspect throughout Pillar II Clusters has facilitated greater interdisciplinary collaboration, enabling SSH participants to engage more extensively in scientific domains beyond SSH, and **positioning SSH as a critical driver of project impacts across all Clusters.**’ (Horizon Europe Interim Report, 2025, p193)*

## DIGITAL EUROPE

DATA SPACE FOR CULTURAL HERITAGE

DIGITAL CAPACITY-BUILDING IN CCS

UNCLEAR FUTURE IN ECF

Digital Leadership window (EC proposal):

*‘Support to cultural and creative industries, complementing the AgoraEU programme.’*

# STEPS TAKEN SO FAR

**COALITION OF ORGANISATIONS GATHERED (1,200+ INSTITUTIONS REPRESENTED)**

**AMENDMENTS SUBMITTED TO THE PARLIAMENT AND COUNCIL**

**SOCIAL MEDIA CAMPAIGN LAUNCHED + BRANDING (#NAMEPLACEFUND)**

**INFOPACK CREATED WITH VISUALS**

**Michael Culture Association**  
1,914 followers  
1mo · 🌐

Today is the International Global Accessibility Awareness Day  
We recently concluded the Horizon Europe project [MuselT Project Europe](#) (2022–2025) which explored how technologies, co-cre...

**ELIA**  
6,439 followers  
1mo · 🌐

Secure cultural funding: Endorse [#NamePlaceFund](#) campaign ✓

The [#NamePlaceFund](#) campaign was launched together with a coalition of ...more

**Culture Action Europe**  
31,235 followers  
1mo · 🌐

Why don't EU policymakers trust artists to do research?

One of the largest envelopes of Europe's next long-term budget ([#MFF](#)) ...n

Name\_Place\_Fund\_Campaign · 11 pages

# NAME PLACE FUND

JOIN THE CAMPAIGN  
TO SECURE CULTURE FUNDING  
IN HORIZON EUROPE AND  
THE EUROPEAN  
COMPETITIVENESS FUND

with MusiQuE - Music Quality Enhancemen...

# NAME PLACE FUND

JOIN THE CAMPAIGN TO  
SECURE CULTURE FUNDING  
IN HORIZON EUROPE AND  
THE EUROPEAN  
COMPETITIVENESS FUND

with MusiQuE - Music Quality Enhancemen...

# NAME PLACE FUND

CULTURE  
IN HORIZON EUROPE  
&  
THE EUROPEAN  
COMPETTIVENESS FUND

# SUMMARY

NAME, PLACE, FUND CULTURE IN HORIZON + ECF

NOW = TIME FOR ACTION

AMENDMENTS + INITIAL CAMPAIGN LAUNCHED

NAME  
PLACE  
FUND

# 3

## WHAT CAN YOU DO?

Ways to get involved with #NamePlaceFund

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# CAMPAIGN ACTIONS

**1. POST ONLINE**

**2. EMAIL DECISION-MAKERS**

**3. SPREAD THE WORD**



# 1. POST ONLINE

## **OPTION #1: HORIZON STORY**

### **Share your experience with Horizon**

- *Bonus if directly related to Cluster II projects*

### **Utilise the guidelines in the Infopack**

- *Template and guiding bullet points in Infopack*

### **Share on social media**

- *Use the hashtag #NamePlaceFund*
- *Tag relevant decision-makers*

## **OPTION #2: ENDORSEMENT**

### **Share your support on social media**

- *Instagram, LinkedIn etc.*
- *Use visuals available in the Infopack*

### **Example post available in the Infopack**

- *Include the hashtag #NamePlaceFund*

### **Tag relevant decision-makers**

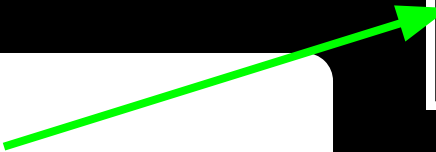
- *List available in the Infopack*

## 2. EMAIL DECISION-MAKERS

WRITE INDIVIDUAL EMAILS TO DECISION-MAKERS

JUNE + JULY 2026: MEPS, NATIONAL GOVS + IRISH PRESIDENCY

TEMPLATE EMAILS AVAILABLE IN [THE INFOPACK](#)



Dear Executive Vice-President / Commissioner / Director-General [Surname], (for Commission officials),  
Dear Mr / Ms [Surname], (for MEPs and Council attachés)  
**\*\*\*Choose the needed tag according to the type of Policymaker\*\*\***  
[[[[[ I am writing to you given your political leadership on the Horizon Europe Programme / the European Competitiveness Fund in the next MFF. (for the Commission officials)  
I am writing to you in your capacity as rapporteur / shadow rapporteur for Horizon Europe / the European Competitiveness Fund. (for MEPs)  
I am writing to you given the [Cyprus / Irish] Presidency's leadership in steering the Council negotiations on Horizon Europe / the European Competitiveness Fund. ]]]]  
Given the ongoing negotiations on Horizon Europe and the ECF, the positions formulated by the institutions, and the upcoming trilogues, I wanted to reiterate my support for culture and creativity funding in the next Horizon Europe and the European Competitiveness Fund.  
I represent [name of organisation], which [brief description of what you do].  
We were very concerned to see that the Commission's proposals for Horizon Europe and the European Competitiveness Fund did not include dedicated structural funding for culture and

# 3. SPREAD THE WORD

- Greater visibility = greater impact
- Share the campaign with your network
- Share [the Infopack](#) in your organisation (and with members)
- Even re-sharing or re-posting supports the campaign



# 4

## **NEXT STEPS**

What lies ahead



# | HORIZON EUROPE + ECF TIMELINE (2026)



# WHAT LIES AHEAD

**PUT CULTURE + ARTISTIC RESEARCH ON THE AGENDA  
JUNE-OCTOBER 2026**

**OPEN-LETTER IRISH PRESIDENCY ON CULTURE +  
ARTISTIC RESEARCH**

**CAMPAIGN UPDATES + FUTURE MEETINGS**

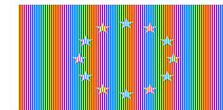


# END OF PRESENTATION

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Thank you for listening!

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# OPEN FLOOR

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Thanks for joining the meeting!