

# Webinar: All roads lead to the Agora: The MFF's new programme

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## *Culture, Media and Civil Society Coming together*

**Date: Monday June 29th**

- **14h to 16h (Central Europe Time)**
- **15h to 17h (Eastern Europe Time)**
- **13h to 15h (Western Europe Time)**

**Co-organisers:**

- Civil Society Europe (CSE)
- European Civic Forum (ECF)
- Culture Action Europe (CAE)
- European Federation of Journalists (EFJ)
- Center for Sustainable Media (CSM)
- Irish Council for Civil Liberties (ICCL)
- Center for Democracy and Technology (CDT)

**Target audience**

National organisations working at Member State level from the culture and creative sectors, independent media and journalism and civil society and democracy sectors.

**Context**

AgoraEU merges three existing programmes into one: Creative Europe, Media+, and CERV (Citizens, Equality, Rights and Values). These become the three strands of the new Agora EU programme under the 2028–2034 MFF.

Many national organisations from the culture and creative sectors, independent media and journalism and civil society and democracy, want to ensure that AgoraEU recognises the importance of these sectors as they form part of Europe's democratic infrastructure. Moreover, while the baseline AgoraEU envelope is ambitious, it does not fully match the scale of the challenges identified, such as the Foreign Information Manipulation and Interference and structural funding gaps.

This interest and support for AgoraEU by national organisations was reflected in the [Joint Letter – Call to support the European Parliament's proposal to increase AgoraEU's budget in the next MFF](#), which was signed by over 500 European, regional and national organisations.

In May 2026, the European Parliament approved the Interim Report on the MFF which calls for a 25% increase in financial support for AgoraEU.

The Parliament's LIBE and CULT committees are also working specifically on their position on AgoraEU. The co-rapporteurs have published the initial draft report, which is subject to amendments from other political groups. We expect them to start negotiating compromise amendments after June 11th 2026. The report will be voted in the CULT and LIBE committees in October and then adopted in the European Parliament's Plenary.

Meanwhile, the Council has approved its partial approach on AgoraEU. This means that while changes in the content of the AgoraEU council's position are no longer possible, it is still possible to influence the council's position on the budget size of AgoraEU. National advocacy should shift from the Ministries of Culture to the Ministries of Finance.

## Draft Agenda

### First part: Capacity building on AgoraEU (45 minutes)

- **Welcome and Introduction to the webinar**
  - Carlotta Besozzi Director at CSE
- **Presentation: What is AgoraEU? The new programme by the European Commission (10 minutes)**
  - Explain the merger of the three programmes and the EC proposal
  - What are the positive and negative aspects of the proposal for national CSOs?
  - Explain the role of the other actors involved (EP and Council) and the procedure of the trilogue negotiations
- **Presentation: What is the position of the European Parliament on AgoraEU? (15 minutes)**
  - Explain the main highlights of the approved Interim Report
  - Explain the draft report of the AgoraEU regulation by CULT and LIBE
    - Focus on horizontal issues: cross sectoral activities, civil dialogue, earmarking
- **Presentation: What is the position of the EU Council on AgoraEU? (10 Minutes)**
  - Explain the Main content changes proposed (positive and negative) and their relevance for national organisations
  - Explain that while we cannot longer influence the content, there is still room to influence the budget size of Agora EU

### Break: 10 minutes

### Second part: Breakout sessions per strand (45 minutes)

- **Room 1: Creative Europe - Culture**
  - Moderated by CAE
- **Room 2: MEDIA+**
  - Moderated by EFJ and CSM
- **Room 3: Democracy, Citizens, Equality, Rights and Values' (CERV+)**
  - Moderated by ECF and CSE with the support of CDT

The goal of this part is for participants to discuss the **specificities of each strand** and ask any questions they may have from the first part of the webinar. Also, to get their feedback on the template email from the Ministries of Finance, and ask if they have any intel from their government MFF position.

### Third part: Conclusion and Next steps (25 minutes)

- Each strand designates a rapporteur to brief everyone in plenary (5 minutes per strand)
- Next steps: connect organisations from different sectors of the same country
- Short survey
- Conclusions