



Stand Up for Agora EU: Protect Culture, Media and Civil Society Campaign Toolkit

1. Event Information

Name: Stand up for AgoraEU: Protect culture, media and civil society

What: a peaceful public demonstration

When: Thursday 29 October 2026, 09:30-11:30

Where: [Schuman Square](#), Brussels, Belgium

Organised by [Culture Action Europe](#), [Civil Society Europe](#), [European Civic Forum](#), and the [European Federation of Journalists](#) in partnership with the [Future of Europe](#) cohort.

2. Social Media Text

📣 We are **organising/joining** a public protest.

National governments want to cut the EU's AgoraEU programme by 30%. That means a third fewer artists, films and performances, fewer independent investigations, and less support for those defending our rights.

There's still time to reverse it.

Join us for a peaceful demonstration in front of the EU institutions and call with us to:

- Stop the 30% cut to AgoraEU
- Secure at least €10 billion for culture, media and civil society
- Protect artistic and media freedom, independence and pluralism

Artists, cultural workers, journalists, civil society, and anyone who cares about Europe's future. Come with friends and colleagues and wear something pink: Let's be bold, hopeful and unmissable!

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#StandUpforAgoraEU

3. Images and Assets for the campaign

[Download your images here](#)

4. Key Talking Points

- **Stop the 30% cut to AgoraEU.** It saves only about 0.14% of the EU budget but removes almost a third of the support for culture, independent media and civil society. AgoraEU is a small programme, and a 30% cut is disproportionate: almost four times harsher than the overall budget reduction. EU governments should reject it, and the European Parliament should not consent to a budget with disproportionate cuts.
- **Secure at least €10 billion for culture, media and democracy.** That is the minimum needed to sustain the sectors, and it matches what Parliament has proposed.
- **Protect artistic and media freedom, independence and pluralism.** Link funding to fair pay and social security for artists, cultural workers, journalists and civil society organisations.
- **Put culture in national plans.** The [National and Regional Partnership Plans](#) will carry about €865 billion, almost half of the EU budget. Governments should create cultural chapters and consult the cultural sector, since 2% of that would mean roughly €15 billion for culture over seven years.

5. Decentralised Action

Can't join in Brussels? Organise where you are.

If you'd like to take action, use our campaign tools and engage your circles locally. In our shared folder, you'll find:

- talking points on the AgoraEU cuts
- social media images and texts
- a press release template to adapt for your local media

You can wear pink and share a photo tagging **#StandUpforAgoraEU**, invite colleagues for a local gathering, or contact your regional press. Even a small

action counts, and every message tells decision-makers that the sector is engaged.

6. Press Release

Template for press release (coming soon)

7. Read more

- [Defend AgoraEU: invest in Europe's citizens' future](#): almost 1000 organisations are against the cuts
- [A 30% cut to AgoraEU? Dubious savings with major consequences](#): our response to the proposed cut
- [Over 500 organisations call for an increased budget for AgoraEU](#): the wider coalition behind the call
- [Culture in National & Regional Partnership Plans \(NRPPs\)](#): why national plans matter and how to act