



All CCS and Cross-sectoral Advocacy Initiatives United Kingdom

200+ CCS Organisations call for UK's full participation in AgoraEU

As CCS are challenged by AI implications and regulatory barriers, more than 200 CCS stakeholders call policymakers in the EU and UK to commit to 20 proposed policy measures, starting from ensuring UK's full participation in ongoing Creative Europe and AgoraEU (2028-2034).

More than 200 stakeholders co-sign the policy recommendation issued by the newly established [EU-UK Forum Cultural & Media Relations](#).

The Policy Recommendations underscore that though “culture and creativity are vital to the political, societal and economic relationship between the EU and UK”, the growth of the CCS is “currently limited by multiple barriers”, deriving from technology implications and new regulatory challenges.

Signatories' first recommendation is to “Commit to full UK participation in the successor to Creative Europe within [AgoraEU](#) – the proposed EU funding programme for 2028-2034 – to enable structured, multilateral and efficient transnational cooperation, creative collaboration and innovation, and explore the potential of UK participation in the current Creative Europe programme in 2027 as a pilot phase;”.

Highlights include addressing CCS challenges related to rapidly evolving technologies, such as generative-AI and, promoting [EUIPO](#) - CCS collaborations to ensure quality metadata to secure creators' credits and payments.

Policymakers in the European Union and the United Kingdom are called to commit to twenty measures, structured under four categories:

I. Transnational Funding of the CCS across the EU and the UK

II. Cross-Border Collaboration across the EU and the UK

III. Individual Cross-Border Mobility between the EU and the UK

IV. Cooperation of the EU and the UK in Regulation and Innovation

Find the full text [here](#)

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