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Culture and responsible media feature in the Danish Presidency's democratic agenda

Denmark is set to assume the Presidency of the Council of the European Union on July 1st, with an ambitious agenda that emphasises the cultural and democratic dimensions of European unity.

Under the guiding theme “A strong Europe in a changing world,” Denmark is set to assume the Presidency of the Council of the European Union from July 1 to December 31, 2025. The Danish Presidency has laid out an ambitious agenda focused on building a secure, competitive, and green Europe, with a notable emphasis on the cultural and democratic dimensions of European unity.

According to its official programme, the Danish Presidency will highlight the importance of cultural policy in reinforcing democratic values and societal resilience. The Presidency underscores culture's intrinsic value while promoting its broader societal role as a pillar of stability in a time of geopolitical tension and technological transformation.

As part of its democratic agenda, Denmark will advance discussions on the media-related elements of the European Democracy Shield. Central to this effort will be ensuring fair conditions for independent, pluralistic, and editorially responsible media, including public service broadcasters. The Presidency intends to lead a conversation on adapting EU regulatory frameworks, such as the Audiovisual Media Services Directive, to better align with the rapidly evolving digital media landscape.

Looking ahead to the post-2027 period, the Danish Presidency will also prepare to engage in negotiations on potential legislative proposals related to culture and media as part of the next Multiannual Financial Framework (MFF).

Artificial intelligence and copyright will form another cornerstone of Denmark's agenda. Acknowledging the growing influence of generative AI in creative industries, the Presidency

aims to support efforts to update copyright law to keep pace with technological progress. The goal is to foster a fair and efficient market that promotes innovation while protecting creators' rights.

To further these discussions, the Danish Ministry of Culture will host a high-level conference on AI and copyright in Copenhagen this September. The event is expected to address the challenges and opportunities at the intersection of culture, technology, and law.

Read the programme of the Danish EU Presidency 2025 [here](#).

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Photo credit: Olafur Gestsson / Danish Presidency Council of the European Union

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