



CULTURE: THE COMPASS FOR EUROPE'S FUTURE

[All CCS and Cross-sectoral](#) [Organisations and initiatives](#) [Advocacy Initiatives](#) [EU response](#) [Spotlight](#) [All Europe Countries](#) [News](#) [Creative Europe Community](#)

The #CulturalDealEU campaign hosts its annual policy dialogue on the role of culture for the future of Europe

The Cultural Deal for Europe initiative will hold its annual policy dialogue on the role of culture in shaping Europe's future on 4 February in Brussels. The event will provide input to the EU's 'Culture Compass' framework and explore how culture can be strategically positioned in the next EU budget. Commissioner Glenn Micallef and CULT Committee Chair Nela Riehl will be among the participants.

With the aim of providing actionable ideas to inform the development of the European Commission's 'Culture Compass' framework and to highlight the central role of culture in addressing Europe's challenges and shaping its future, the [Cultural Deal for Europe initiative](#) is holding its annual policy conversation in Brussels on 4 February 2025.

Among the participants of the Cultural Deal for Europe campaign's annual policy conversation are European Commissioner for Intergenerational Fairness, Youth, Culture & Sport [Glenn Micallef](#), Polish Deputy Minister [Marta Cienkowska](#), MEP [Nela Riehl](#), Chair of the Culture and Education Committee of the European Parliament and former Commissioner [Nicolas Schmit](#). The event is taking place in Brussels on February 4 under the title "[Culture: the Compass for Europe's Future](#)".

"As Europe confronts a cascade of crises, from the erosion of its

foundational values to a feeling of loss of power and shared identity, the question arises, “What can we do to change the dangerous course of our continent?” And as most of these challenges have a deeply cultural dimension, the next question is, “What can culture do?” This is not a rhetorical question; it is imperative” says Culture Action Europe.

The Cultural Deal partners, [Culture Action Europe](#) (CAE), [Europa Nostra](#), and the [European Cultural Foundation](#) (ECF), call for a dedicated Culture Programme to allocate at least 2% of the future EU budget to the cultural and creative sector. The European Parliament Research Service estimates that every euro invested in the creative and cultural sector at the EU level generates a return of up to 11 euros in GDP.

The [2025 Cultural Deal for Europe policy conversation](#) will explore several critical questions regarding culture’s role in shaping Europe’s future. The discussion will examine ways to maximize culture and cultural heritage’s potential while avoiding instrumentalization, assess Europe’s cultural ambitions, and define effective cultural leadership within EU policy frameworks. Additionally, participants will delve into how cultural initiatives can nurture a shared European identity and establish a unified public sphere.

The conversation will also address culture’s role in reinforcing democratic values during times of societal division. Participants will explore strategies for utilizing cultural resources to build and maintain democratic, free, diverse, peaceful, sustainable, and inclusive communities across Europe, emphasizing culture’s potential as a unifying force in addressing contemporary challenges.

“This policy conversation is about providing actionable ideas and examples from across Europe that can shape the Culture Compass in an impactful way,” say the organisers. “It will allow different voices to fuel the consultation process in an open, democratic and transparent way”.

The event will look into the financial choices of Europe’s cultural strategy, with a particular focus on the upcoming Multiannual Financial Framework (MFF). The discussion is timely, as the European Commission plans to unveil its initial MFF proposal in late 2025.

“With the next seven-year budget cycle (2028-2034) promising to be more streamlined, focused, and responsive, the gathering presents a crucial opportunity to shape culture’s position within the EU’s financial framework and evaluate the corresponding budgetary considerations”.

Creatives Unite will follow and report on the discussion, so stay tuned for more information

You can [signup for the live stream here](#)