

All CCS and Cross-sectoral Funding All Europe Countries Creative Europe Community Cross- Sectoral Policies and Governance

The 3Fs of the Compass for European Creativity

CREATIVESUNITE

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Cultural and creative sectors urge the European Commission to protect artistic freedom, ensure fair pay, and maintain funding through Creative Europe as a standalone program, calling for 2% of the next Multi-Financial Framework budget.

Funding, Fair working conditions and Freedom. These are the key points that summarise the demands of the Culture and Creative Sectors who responded to the European Commission's invitation to a public consultation for the Union's Cultural Compass.

By the 30th of May, when the call for evidence ended, a total of 297 contributions were gathered, highlighting the most pressing issues for the cultural ecosystem on the continent right now. These include AI and the need to protect creative production, freedom of expression, and fair working conditions.

Approximately 33% of the feedback came from NGOs, 17% from business associations and 12% from EU citizens. Overall, CCS organisations strongly advocate maintaining Creative Europe as a standalone programme and protecting working conditions, fair remuneration and artistic freedom — the three Fs.

In light of the ongoing proceedings for the MFF 2028-2034, the main common call of CCS representatives was keeping Creative Europe a strong standalone programme, “absolutely avoiding any merging or diluting” as expressed by the European Cultural Foundation.

CCS emphasized on allocating 2% of the next MFF to Creative Europe, given culture's contribution to other sectors and the overall economy.

Since “each 1 euro invested in EU cultural action can yield up to 11 euros in the EU GDP”, the current almost 0,2% of Creative Europe in the MFF is “disproportionately low” (Culture Action Europe).

Strengthen Monitoring of CCS Working Conditions

CCS provided evidence that the already precarious CCS conditions got worsened by unbalanced bargaining power of major players and AI implications.

The Commission was called to defend the “European cultural sovereignty” (CEPI) by acting on the “EU Legal Sovereignty” (GESAC). The lack of enforcement mechanisms of EU legislation was underscored by CCS as such, that “no author dares to go to court for financial reasons or fear of blacklisting”, as stated by the European Writers Council.

CCS professionals called the Commission to ensure “that AI models play fair, respect creators rights and engage in licensing discussions” (IMPALA), in order to save “21% of creators' revenues at risk by 2028”as evidenced by SAA.

Protect Artistic Freedom

CCS organisations called for the European Cultural Compass to be linked with the European Democracy Shield, since they share “the goals of protecting the European information space and democracy” (EMMA ENPA).

CCS called the Commission to secure freedom of expression and media pluralism, which are threatened especially during current times of “extreme ideologies on the rise”(EIBF).

The Creatives Unite continues the dialogue through its special feature on the Culture Compass. We are hosting interviews of stakeholders across the CCS, analysing their perspective and the rationale of their contributions to this critical moment. Stay tuned.

You can find out more here

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