

NAME PLACE FUND

JOIN THE CAMPAIGN TO
SECURE CULTURE FUNDING
IN HORIZON EUROPE
AND THE EUROPEAN
COMPETITIVENESS FUND

LOBBY YOUR NATIONAL GOVERNMENTS TO #NAMEPLACEFUND

CAMPAIGN INFO PACK 2

CONTENTS

CALL FOR ACTION JUNE-OCTOBER 2026	2
A) CAMPAIGN RECAP AND MAIN ASKS	2
B) FAQ: HOW TO REACH OUT TO YOUR NATIONAL MINISTRIES AND ATTACHÉS	4
C) TEMPLATE LETTER FINANCE MINISTERS	5
D) TEMPLATE LETTER RESEARCH/SCIENCE/HIGHER EDUCATION MINISTERS	7
E) VISUALS	8
F) NATIONAL REPRESENTATION AT THE EU	9
G) ABOUT THE CAMPAIGN PROMOTERS	11

CALL FOR ACTION JUNE-OCTOBER 2026

The European Council is finalising its position on the next Horizon Europe and the European Competitiveness Fund, and trilogue negotiations are coming up (expected in autumn 2026). These negotiations between the European Parliament, Commission, and Council are crucial as they will define how the research, innovation, and competitiveness budget of the EU will be spent in the next 7 years.

Between June and October 2026, it is crucial to increase pressure on the national governments of EU member states to negotiate for a budget that is favourable to higher arts education and research institutions, cultural heritage organisations and the CCSI's more broadly. Nationally positioned organisations are best placed to do this.

That is why we ask you to take action: write to your Ministries of Finance, your Ministries of Research/Science/Higher Education, and Permanent Representatives of your country at the European Union.

The earlier you act, the bigger the impact! Reaching out before the first of July (when the Irish Presidency of the European Council starts) will make the most difference. But actions between July and October are also still valuable.

In this guidance package, we will explain step-by-step how you can take action and provide letters templates for reaching out to your Ministries.

A) CAMPAIGN RECAP AND MAIN ASKS

The European Competitiveness Fund and Horizon Europe together form one of the largest envelopes of Europe's next long-term budget. This budget envelope is worth **€409 billion**. It covers research, innovation, and competitiveness. And, it almost completely ignores culture.

This is despite the success of the Culture Cluster in the current Horizon Europe programme, high demand shown by quality proposals, and significant economic returns of investing in culture. This is also despite the fact that artistic research is a knowledge domain in its own right which through its practice pushes the arts forward and helps Europe understand social change, democracy, technology and the future.

The Commission's proposal, which was launched in summer 2025, gives culture no dedicated structural space in Pillar II of Horizon Europe or in the European Competitiveness Fund. The Parliament's recent position does not fix the problem. In Horizon, culture is downgraded to a 'horizontal principle.' In the Competitiveness Fund,



it is squeezed into a single line inside the ‘Health, Biotechnology, and Sustainable Prosperity’ window.

The lack of support for culture and artistic research sends a message that art is not a serious source of inquiry or understanding, that artists are not real producers of knowledge, that creativity is welcome only when it serves someone else's research question.

That is why the #NamePlaceFund campaign is mobilising organisations and professionals from across the cultural sector to ask the [European Commission](#), [European Parliament](#), and the [Council of the European Union](#) for three things:

NAME: Put culture in the title of a Horizon Europe window: ‘Culture and Global Societal Challenges’, and put culture in the title of a the Competitiveness Fund policy window.

PLACE: Give culture a dedicated structural component in both programmes. When we say ‘dedicated component’, we mean a dedicated budget line, work programmes, and calls. A horizontal principle is not enough for culture, nor is a line inside someone else's policy window. Culture deserves a home of its own.

FUND: We call for €5 billion to be allocated towards culture and artistic research in Horizon Europe, and €3 billion to be allocated towards culture and creative industries in the European Competitiveness Fund.

These three asks need to be underpinned by an urgent shift in the narrative on competitiveness in Europe, which is increasingly narrowing towards economic growth, market and industry. The ECF and Horizon Europe need to be grounded in a vision of competitiveness that encompasses multiple dimensions: economic, social, cultural, and environmental. Europe’s long-term attractiveness, trustworthiness as democratic beacon, and resilience depend on it. In addition and linked to this, it is fundamental to have the mention of the Culture Compass in the legislative text of the ECF (recitals) as a guiding document.

Nurtured by the CCSI, cultural heritage, cultural diversity, creative agency, and artistic intelligence are crucial pillars of such competitiveness. Quoting from Commissioner Ribera speech at the Pacesetters Conference (November 2025): “Let us reclaim competitiveness as collaboration. Let us make Europe’s diversity, linguistic, cultural

and territorial, our most powerful asset.” “Creativity is not a side effect of competitiveness. It is its source.” ([READ THE COMMISSIONER’S FULL SPEECH](#))

B) FAQ: HOW TO REACH OUT TO YOUR NATIONAL MINISTRIES AND ATTACHÉS

1. In which countries does it make sense to take action?

The action applies to all member states of the [European Union](#), and all [non-EU countries eligible for Horizon Europe](#) funding. Ireland will be a particularly important country to contact, as it will be leading the trilogue negotiations on behalf of the European Council from July onwards.

2. When should I reach out to the ministries or permanent representation?

Reaching out before the end of June will be most impactful. However, actions between July and October will still be valuable.

3. What should I send/say to my contacts at the ministry?

We prepared a template letter that you can use. You can also write your own letter or take input from the template into conversations with ministry representatives.

4. Which national ministries should I reach out to?

You should reach out to your finance ministry, because it is responsible for budget decisions. You should also reach out to ministries of research/science/higher education, as they have a role in deciding the content of the various funding schemes (optionally also ministries of culture). The exact names of the ministries differ per country, but EURES published a useful [list of Ministries](#) in EU countries.

5. Should I reach out as individual citizen or organisation?

It is most impactful if you reach out on behalf of an organisation, such as a higher education and/or research institution, or on behalf of a national alliance. However, anyone can reach out to its national ministries.

6. How do I reach out to national ministries?

The best way to reach out to your ministries is if you have an existing contact. If so, send them a letter addressed to the Minister and invite follow-up exchange. If you don't have an existing contact, there usually are channels in place through which citizens, organisations and civil society can make requests or voice concerns: a phone number, info email, website form, or spokesperson. You will have to look them up through the Ministry's website. Joining events, workshops or consultations organised by your ministries can be a good approach to build connections that can be used for longer-term advocacy purposes.

7. How do I reach out to my country's permanent representative at the EU?

We have included a list of the official websites of the permanent representation of the 27 EU countries in section F of the document. In particular, look for the contact details of attachés that specialise in cultural affairs, research, and finance. You can send them an email informing them of this campaign or simply put them in cc when sending the letter to your ministers.

C) TEMPLATE LETTER FINANCE MINISTERS

Consider translating this letter to your government's official language(s).

Dear ["title (Minister for Finance)" "name"],

I am writing to you given your political leadership on behalf of [country] in the trilogue negotiations for the EU's Multiannual Financial Framework 2028-2034. On behalf of [name organisation/alliance], I urgently ask you to support the inclusion of funding opportunities that [country]'s Cultural and Creative Sector and Industries (CCSI) [optional: and higher arts education institutions] can benefit from through the next Horizon Europe Programme and the European Competitiveness Fund.

I represent [name of organisation], which [brief description of what you do]. We are very concerned to see that the Commission's proposals for Horizon Europe and the European Competitiveness Fund do not include dedicated structural funding for culture and creativity. The Parliament's recent position does not fix the problem. In Horizon, culture is downgraded to a 'horizontal principle'. In the Competitiveness Fund, it is squeezed into a single line inside the 'Health, Biotechnology, and Sustainable Prosperity' window.

The lack of investment in the CCSI and omission of the key dimensions of cultural diversity, cultural heritage and artistic research in the legal basis of these funding schemes, send an extremely counterproductive and worrying message: that the CCSI do not deserve dedicated support.



The CCSI not only have substantial economic growth potential ([€1 invested in CCSI yields up to €11 in GDP](#)), but supporting research, innovation and competitiveness in this field will strengthen the transformative capacity, creative and innovative edge, and societal resilience of the EU and its members states.

[optional: here you can add a specific perspective or experience from your organisation on EU investment in CCSI, culture, cultural heritage/ artistic research]

That is why, in the negotiation process we ask you to prioritise three crucial changes to the current Horizon Europe and European Competitiveness Fund proposals:

NAME: Put culture in the title of a Horizon Europe pillar/window: ‘Culture and Global Societal Challenges’. Put creativity in the title of a Competitiveness Fund policy window.

PLACE: Give culture and creativity dedicated structural components in both programmes. Dedicated components mean dedicated budget lines, work programmes, and calls. A horizontal principle is not enough, nor is a line inside someone else's policy window. Culture deserves a home of its own.

FUND: €5 billion for culture and artistic research in Horizon Europe. €3 billion for culture and creative industries in the European Competitiveness Fund.

Culture and creativity should not appear in the Horizon Europe and European Competitiveness Fund programmes only horizontally or survive through occasional wording in other policy windows. They should be present as a recognised source of research, innovation and competitiveness in their own right.

Furthermore, an urgent shift is needed in the narrative on competitiveness in Europe, which is increasingly narrowing towards economic growth, market, and industry. The MFF must be grounded in a vision of competitiveness that encompasses multiple dimensions: **economic, social, cultural, and environmental**. Nurtured by the CCSI, cultural heritage, cultural diversity, creative agency, and artistic intelligence are crucial pillars of Europe's long-term competitiveness.

Thank you for your time and consideration.

Yours sincerely,

[Your name]

D) TEMPLATE LETTER RESEARCH/SCIENCE/HIGHER EDUCATION MINISTERS

Consider translating this letter to your government's official language(s).

Dear ["title (Minister for Research/Science/Higher Education)" "name"],

I am writing to you given your political leadership on behalf of [country] in the trilogue negotiations for the EU's Multiannual Financial Framework 2028-2034. On behalf of [name organisation/alliance], I urgently ask you to support the inclusion of funding opportunities that [country]'s higher arts education and research institutions [optional: and Cultural and Creative Sector and Industries (CCSI)] can benefit from through the next Horizon Europe Programme and the European Competitiveness Fund.

I represent [name of organisation], which [brief description of what you do]. We are very concerned to see that the Commission's proposals for Horizon Europe and the European Competitiveness Fund do not include dedicated structural funding for culture and creativity. The Parliament's recent position does not fix the problem. In Horizon, culture is downgraded to a 'horizontal principle'. In the Competitiveness Fund, it is squeezed into a single line inside the 'Health, Biotechnology, and Sustainable Prosperity' window.

The lack of support for culture and artistic research sends a message that art is not a serious source of inquiry or understanding, that artists and cultural professionals are not real producers of knowledge, that creativity is welcome only when it serves someone else's research question. It goes hand-in-hand with the near omission of the Cultural and Creative Sectors and Industries (CCSI), despite their substantial growth potential.

Supporting artistic research and other forms of R&I in the CCSI will not only be economically beneficial ([€1 invested in CCSI yields up to €11 in GDP](#)), but also strengthen the transformative capacity, creative and innovative edge, and societal resilience of the EU and its member states.

[optional: here you can add a specific perspective or experience from your organisation on EU investment in CCSI, culture, cultural heritage/ artistic research]

That is why, in the negotiation process we ask you to prioritise three crucial changes to the current Horizon Europe and European Competitiveness Fund proposals:

NAME: Put culture in the title of a Horizon Europe pillar/window: 'Culture and Global Societal Challenges'. Put creativity in the title of a Competitiveness Fund policy window.

PLACE: Give culture and creativity dedicated structural components in both programmes. Dedicated components mean dedicated budget lines, work



programmes, and calls. A horizontal principle is not enough, nor is a line inside someone else's policy window. Culture deserves a home of its own.

FUND: €5 billion for culture and artistic research in Horizon Europe. €3 billion for culture and creative industries in the European Competitiveness Fund.

Culture and creativity should not appear in the Horizon Europe and European Competitiveness Fund programmes only horizontally or survive through occasional wording in other policy windows. They should be present as a recognised source of research, innovation and competitiveness in their own right.

Furthermore, an urgent shift is needed in the narrative on competitiveness in Europe, which is increasingly narrowing towards economic growth, market, and industry. The MFF must be grounded in a vision of competitiveness that encompasses multiple dimensions: **economic, social, cultural, and environmental**. Nurtured by the CCSI, cultural heritage, cultural diversity, creative agency, and artistic intelligence are crucial pillars of Europe's long-term competitiveness.

Thank you for your time and consideration.

Yours sincerely,

[Your name]

E) VISUALS

You can consider adding one of the campaign banners in your emails to the policymakers.

Banner 1:



Banner 2:



Additionally you can consider making a social media or website post about the campaign. You can find a dedicated info pack for that [here](#).

F) NATIONAL REPRESENTATION AT THE EU

Below you can find the official websites of the EU countries' permanent representations at the EU. They play an important role in negotiation processes. While many countries publish the email addresses of officials working on specific dossiers, some only publish general email addresses or have contact forms, instead. In particular, search for attachés specialised in culture, research, and finances. If you have any questions on how to reach your country's attachés, feel free to contact the #NamePlaceFund organisers.

Austria	https://www.bmeia.gv.at/en/oev-bruessel
Belgium	https://europeanunion.diplomatie.belgium.be/en
Bulgaria	https://www.mfa.bg/en/embassies/belgiumpp/541
Croatia	https://mvcp.gov.hr/eu/en
Cyprus	https://www.gov.cy/mfa-permrepeu/en/
Czechia	https://mzv.gov.cz/representation_brussels/en/index.html
Denmark	https://um.dk/eu/en
Estonia	https://eu.mfa.ee/
Finland	https://finlandabroad.fi/web/eu/frontpage
France	https://ue.diplomatie.gouv.fr/
Germany	https://bruessel-eu.diplo.de/eu-en
Greece	https://www.mfa.gr/brussels/en/permanent-representation-eu/
Hungary	https://eu-brusszel.mfa.gov.hu/en

Ireland	https://www.ireland.ie/en/eu/brussels/
Italy	https://italiaue.esteri.it/en/
Latvia	https://www2.mfa.gov.lv/en/brussels
Lithuania	https://eu.mfa.lt/en
Luxembourg	https://bruxelles-rpue.mae.lu/en/ambassades.html
Malta	https://missions.foreign.gov.mt/permanent-representations/european-union/
Netherlands	https://www.netherlandsandyou.nl/web/pr-eu-brussels
Poland	https://www.gov.pl/web/eu/working-areas
Portugal	https://ue.missaoportugal.mne.gov.pt/en/
Romania	https://ue.mae.ro/en
Slovakia	https://www.mzv.sk/en/web/szbrusel
Slovenia	https://www.gov.si/en/representations/permanent-representation-to-the-european-union-brussels/
Spain	https://en.es-ue.org/
Sweden	https://www.government.se/sweden-in-the-eu/permanent-representation-of-sweden-to-the-eu/

G) ABOUT THE CAMPAIGN PROMOTERS

About the Artistic Research Alliance

The Artistic Research Alliance stands for the field of artistic research in all its diversity. This includes academic institutions as well as independent research actors, and research in all art practice disciplines (including architecture, design, film, photography, fine art, media and digital arts, music and the performing arts, creative writing, circus, as well as transdisciplinary efforts).

Representing around 1000 institutions in the field of artistic research, we offer our collective expertise to contribute to the discourse on key policy, funding, and assessment frameworks. The Artistic Research Alliance is composed of AEC, CILECT, Culture Action Europe, EAAE, ELIA, EQ-Arts, GEECT, MusiQuE, and SAR. [Read more about who we are.](#)

About Michael Culture Association

Michael Culture Association (MCA) is a trans-sectoral and trans-domain European network gathering more than 200 public and private organisations from all over Europe and beyond, for the preservation, the promotion and the valorisation of heritage, digital cultural contents, and its communities. [Read more about MCA.](#)

