



Brussels, 9 February 2026  
(OR. en)

5454/26

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Interinstitutional File:  
2025/0550 (COD)

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LIMITE

CULT 4	SAN 34
AUDIO 6	IND 43
FREMP 13	COMPET 67
CODEC 72	PROCIV 8
CADREFIN 20	HYBRID 6
FIN 82	DISINFO 3
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**NOTE**

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From: General Secretariat of the Council  
To: Delegations

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Subject: Proposal for a Regulation of the European Parliament and of the Council establishing the 'AgoraEU' programme for the period 2028-2034, and repealing Regulations (EU) 2021/692 and (EU) 2021/818  
- *Revised Presidency text*

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Delegations will find attached a revised Presidency text on the above-mentioned proposal with a view to the meeting of the Cultural Affairs Committee on 16-17 February 2025.

**Bold underline** (for additions) and ~~striketrough~~ (for deletions) are used to indicate changes to the first compromise text (doc. 16361/25).

Delegations are kindly invited to send their written comments via the consultation to be launched in the Delegates Portal.

Proposal for a

**REGULATION OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL**

**establishing the 'AgoraEU' programme for the period 2028-2034,  
and repealing Regulations (EU) 2021/692 and (EU) 2021/818**

THE EUROPEAN PARLIAMENT AND THE COUNCIL OF THE EUROPEAN UNION,

Having regard to the Treaty on the Functioning of the European Union, and in particular Articles 19(2), 21(2), 24, 167(5), 168(5) and 173(3) thereof,

Having regard to the proposal from the European Commission,

After transmission of the draft legislative act to the national parliaments,

Having regard to the opinion of the European Economic and Social Committee<sup>1</sup>,

Having regard to the opinion of the Committee of the Regions<sup>2</sup>,

Acting in accordance with the ordinary legislative procedure

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<sup>1</sup> OJ C , , p. .

<sup>2</sup> OJ C , , p. .

Whereas:

1. Pursuant to Article 2 of the Treaty on European Union (TEU), the Union is founded on the values of respect for human dignity, freedom, democracy, equality, the rule of law and the respect for human rights, including the rights of persons belonging to minorities, which are common to the Member States in a society in which pluralism, non-discrimination, tolerance, justice, solidarity and equality between women and men prevail ('Union values'). The Union values are reflected in the rights, freedoms and principles set out in the Charter of Fundamental Rights of the European Union (the 'Charter'). **In particular, media freedom and media pluralism, the freedom of expression and information and the freedom of the arts and science are enshrined, respectively, in Articles 11 and 13 of the Charter.** Article 3 TEU further mandates the Union to promote peace, its values and the well-being of its peoples, to promote the protection of the rights of the child, to respect its rich cultural and linguistic diversity and to ensure that Europe's cultural heritage is safeguarded and enhanced. **The preservation and promotion of the intrinsic value of culture and of artistic freedom is consistent with 2005 UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions, which entered into force on 18 March 2007 and to which the Union and its Member States are parties.** Article 10 TEU further states that the functioning of the Union shall be founded on representative democracy, that citizens are directly represented at Union level in the European Parliament and that citizens have the right to participate in the democratic life of the Union. Article 20 TFEU establishes Union citizenship and sets out important rights that citizens of the Union shall, inter alia, enjoy.
2. Culture, ~~and~~ media and promotion and respect of Union values are all **key crucial** components of a free, fair, diverse, inclusive and cohesive Union. Citizens' participation and engagement, in due respect of Union values, constitutes the basis of the democratic life of the Union, with **culture and** media playing a crucial role in shaping public opinion and free debate. Audiovisual works and all other forms of cultural and creative expressions, **as well as including** cultural heritage, are essential to Europe's diversity and to forging societal resilience and mutual understanding among European citizens and communities.

3. The ‘AgoraEU’ Programme (the ‘Programme’), **building on the achievements of the CERV and Creative Europe programmes**, will provide a significant contribution to the attainment and realisation of those objectives, rights and values.
4. The Programme should succeed the Creative Europe Programme established by Regulation (EU) 2021/818 of the European Parliament and the Council<sup>3</sup> and the Citizens, Equality, Rights and Values Programme, established by Regulation (EU) 2021/692 of the European Parliament and of the Council<sup>4</sup>. It should streamline various funding actions in support of media freedom and pluralism, fight against disinformation in support of the provision on information on Union affairs. Free and pluralistic media and civil society are among the key watchdogs of the Union’s democratic systems, playing a crucial role for democratic resilience, and should be supported. The Programme should also support the cultural, creative and media sectors, harness the power of culture and cultural diversity, enhance the **media and** information space, and support the Union’s efforts to strengthen a rights-based, inclusive, equal and democratic society. [This Regulation lays down an indicative financial envelope for the ‘AgoraEU’ Programme<sup>5</sup>. For the purpose of this Regulation, current prices are calculated by applying a fixed 2% deflator.]

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<sup>3</sup> Regulation (EU) 2021/818 of the European Parliament and of the Council of 20 May 2021 establishing the Creative Europe Programme (2021 to 2027) and repealing Regulation (EU) No 1295/2013 (OJ L 189, 28.5.2021, p. 34, ELI: <http://data.europa.eu/eli/reg/2021/818/oj>).

<sup>4</sup> Regulation (EU) 2021/692 of the European Parliament and of the Council of 28 April 2021 establishing the Citizens, Equality, Rights and Values Programme and repealing Regulation (EU) No 1381/2013 of the European Parliament and of the Council and Council Regulation (EU) No 390/2014 (OJ L 156, 5.5.2021, p. 1, ELI: <http://data.europa.eu/eli/reg/2021/692/oj>).

<sup>5</sup> Where relevant, the support provided by the Programme shall accelerate or boost investments by addressing market failures or sub-optimal investment situations, in a proportionate manner, avoiding duplication or crowding out, and by incentivising private funding, and shall have Union added-value.

5. To be effective, the Programme should take into account the specific nature and challenges of the different policy areas and sectors, their different target groups and their particular needs through targeted approaches **in each strand**. The Programme should also promote cross-sectoral cooperation **and synergies** between culture, media and civil society. **Such synergies could, for example, take the form of support for the development of pan-European audiovisual services promoting cultural and linguistic diversity and democracy.**
6. In a fast changing economic, social and geopolitical environment, recent experience has shown the need for a more flexible multiannual financial framework and its programmes. To that effect, and in line with the objectives of the ‘AgoraEU’ Programme, the funding will take due account of the evolving policy needs and Union’s priorities as identified in relevant documents published by the Commission, in Council conclusions and European Parliament resolutions, while ensuring sufficient predictability for the implementation.

**6a. The cultural and creative sectors encompass all forms of expression and manifestation related to art, culture, cultural heritage, as well as the audiovisual and media fields. Within this context, the categories included under the different strands of the AgoraEU Programme are intended primarily to define the scope of applicability of each strand for the purpose of this Regulation.**

7. The cultural and creative sectors, including, inter alia, the performing arts (~~for instance theatre and dance~~), literature and book publishing, music, visual arts, tangible and intangible cultural heritage, architecture, archives, libraries and museums, and crafts and design (including fashion design), serve as a ‘public good’, **often** generating intellectual property, creating meaning and embodying the values of the Union. They are also a great asset for the Union and its regions, attracting sustainable tourism and projecting the image of a dynamic continent on the world stage. While fully recognising and putting an emphasis on these sectors’ intrinsic and artistic value, the Programme should also take into account their extrinsic social and economic contributions, including to social and territorial cohesion, well-being and health, growth and job creation, competitiveness, creativity and innovation.

**7a. Sectorial approaches should be supported in the Programme for those sectors whose shared needs and specific challenges within the Union require a more targeted approach, such as music and book publishing.**

8. The cultural and creative sectors are, however, fragmented along national and linguistic lines within the Union. They also face multiple challenges, such as attacks on freedom of artistic expression, precarious working conditions, digital transformations with the **increasing role of digital platforms and** the rise of artificial intelligence, and the need to **mitigate and** adapt to climate change. The Programme should help those sectors respond to such challenges, untap their full potential and project themselves resolutely into the future while ensuring the widest participation, including from local and regional actors, through various channels and formats. **In this context, the ethical, sustainable and responsible use of innovative tools and content technologies, notably Artificial Intelligence, should be promoted, for example by encouraging the protection and valorisation of cultural and creative data, in full respect of the intellectual property rights of creators.**
9. The ideals, principles and values embedded in Europe's cultural heritage constitute a shared source of remembrance, understanding, identity, dialogue, cohesion and creativity for Europe. Europe's cultural heritage is a shared and priceless legacy facing budget constraints, natural and human-induced disasters, climate change, and regional conflicts. It is important to safeguard and preserve such a legacy, enhance access and **foster** ~~promote~~ a collective European identity. **Ensuring open and inclusive access to cultural heritage is essential, including through appropriate training for heritage professionals.** Digital preservation further ensures that future generations can learn from, appreciate, and draw inspiration from their cultural heritage.
10. The Programme should also give financial support to the European Heritage Label and the European Capitals of Culture actions, which celebrate and safeguard Europe's rich cultural diversity and heritage, connecting it to the local level and contributing to culture-driven development strategies.

11. Europe's media sectors industries, encompassing audiovisual and news media sectors hold a unique position in our democracies, culture, and economies. **They encompass, inter alia, content such as films, series, documentaries, video games and immersive reality, news and information, as well as services including theatrical exhibition, television and radio broadcasting, print and online publishing and digital services.** These sectors industries rely on intellectual property rights ~~for the exploitation of their content~~. The digital transformation, notably the rise of artificial intelligence, has accelerated media convergence, changed consumer behaviour, disrupted business and revenue models, as well as intellectual property management and exploitation. The Union should therefore support the sustainability and competitiveness of the media sectors industries and help them thrive. The Union should **foster** ~~encourage~~ creativity and innovation and enhance access to finance, promote **synergies** ~~cross-fertilisation~~ between news, audiovisual and other media sectors and support collaborations between different types of media entities across the Union.
- 11a. Media in the Union increasingly operate on a cross-border basis and contribute to the functioning of the internal market. Recent Union initiatives, in particular Regulation (EU) 2024/1083 (European Media Freedom Act), aim to address obstacles to the free provision of media services and to enhance transparency, legal certainty and fair competition across the Union. The MEDIA+ **objectives** ~~strand~~ should be coherent with ~~the objectives of~~ Directive No. 2010/13/EU and Regulation (EU) No.2024/1083 and should place emphasis on media independence and sustainability.

12. The Union audiovisual sector faces persistent challenges stemming from limited cross-border circulation, shifting consumption habits and the dominance of non-Union players. Given these challenges, Union intervention should support the capacity of European audiovisual and video games industries to create, finance, produce and disseminate European works on all platforms that are available and attractive to audiences within the Union and beyond. Support for creation encompasses, inter alia, support for scriptwriting, development, and production of audiovisual works, in particular coproductions and independent production. As market conditions and audiovisual operators continue to evolve, specific criteria for defining independent production should be established in the context of the implementation of the Programme. Union intervention should further foster transmedia adaptations of intellectual property between different media formats, contribute to promoting collaboration among Member States with different market capacities, promote wider participation by entities from markets of different sizes and accompany the Union's audiovisual regulatory framework.
13. News media outlets and journalists across the Union are under increasing pressure, notably owing to the rise of global online platforms and the impact of AI services, shifting consumption habits and the growing spread of disinformation. These challenges impact news revenues and distribution, undermining the viability and public trust in news media outlets, and limiting citizens' access to diverse, professionally produced European journalistic content. The Union should support a viable, reliable, independent and diverse information ecosystem, protect journalists under threat and promote their safety. ~~and it~~ **It** should, promote media freedom and pluralism, and reinforce the integrity of the information space. It should ~~do so by~~ **pursue these objectives by, inter alia, supporting modernisation of professional news media, including through the uptake of technologies that enhance journalistic work and by reinforcing the role of local media in safeguarding democratic debate, in particular in news deserts. The Union should also** promoting measures and enhancing cooperation aimed at tackling disinformation and supporting digital and media literacy, including for young people, **seniors and other vulnerable groups.**

14. Democracies in the Union are facing increasing challenges. Declining trust of citizens in democratic institutions and processes is exacerbated by disinformation, social polarisation and hatred impacting the electoral and other democratic processes. A whole of society rights-based approach is needed to make European democracy more resilient.
15. The protection and promotion of fundamental rights contributes to the construction of a more democratic Union. Non-discrimination and equality are core principles of the Union that are enshrined in Article 8, 10 and 19 TFEU and in Articles 21 and 23 of the Charter. Working towards an equal and discrimination-free society contributes to untapping the potential of individuals in their diversity and to cultural, economic and social growth. It also helps to address important root causes of gender-based violence and violence against vulnerable groups, as such violence is a frontal attack on equality. Accordingly, the Programme should promote actions to address all forms of discrimination and intolerance, namely direct and indirect discrimination, **offline and online**. In so doing, it should, pay attention to the specific forms of structural and intersectional discrimination, with a view to advancing equality and non-discrimination mainstreaming and supporting relevant Union policy frameworks. In addition, the Programme should support actions to prevent and combat all forms of xenophobia and racism, antisemitism and anti-Muslim hatred, homophobia, biphobia, transphobia, interphobia, intolerance and discrimination based on gender identity, intolerance towards persons belonging to minorities, including Roma, as well as hate speech and hate crime. The Programme should also contribute to enabling the Union to deliver on the commitment taken as Party to the UN Convention on the Rights of Persons with Disabilities adopted on 13 December 2006<sup>6</sup> to promote, protect and ensure the full and equal enjoyment of all human rights and fundamental freedoms by all persons with disabilities. ~~The Programme should also ensure structured and continuous dialogue with civil society organisations.~~

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<sup>6</sup> OJ L 23, 27.01.2010, p. 35-36

16. The rights to respect for private life and family life and the protection of personal data, enshrined in Article 7 of the Charter and in Article 16 TFEU and Article 8 of the Charter respectively, are enforced through a dedicated Regulation<sup>7</sup> and Directive<sup>8</sup>. The Union's legal framework lays down provisions to ensure that the right to protection of personal data is effectively protected. These legal instruments entrust the national data protection supervisory authorities with the task of promoting public awareness and understanding of the risks, rules, safeguards and rights in relation to the processing of personal data. The Programme should contribute to raising awareness and carry out studies and other relevant activities in this field. This should be done, for instance, through the national data protection supervisory authorities, given the importance of the right to the protection of personal data in times of rapid technological developments.

**16a. Children are fully-fledged holders of rights and protection and promotion of the rights of the child, including child participation, is a key objective of the European Union. Article 3 TEU requires the Union, inter alia, to promote the protection of the rights of the child, in line with Article 24 of the Charter and with the United Nations Convention on the Rights of the Child.**

17. Gender equality is a fundamental value and an objective of the Union and should be promoted by the Programme. Despite many achievements, significant challenges remain, which require additional commitment by the Union. This includes: working towards freedom from **all types of** gender-based violence, **in particular domestic violence and sexual violence**; promoting the highest standards of health, including in particular sexual and reproductive health and rights; equal pay and economic empowerment; work-life balance and the equal sharing of care responsibilities between women and men; equal participation in the labour market; career opportunities and fair working conditions; quality, accessible and inclusive education; political participation and equal representation; effective institutional mechanisms that deliver on women's rights; actively tackling gender stereotypes; and addressing intersectional discrimination. The promotion of gender equality and gender mainstreaming in all activities of the Union is therefore a core task for the Union, and should be supported by the Programme.

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<sup>7</sup> OJ L 119, 4.5.2016, p. 1-88.

<sup>8</sup> OJ L 119, 4.5.2016, p. 89-131.

18. Gender-based violence and violence against women, children, young persons and other groups at risk, such as LGBTIQ persons and persons with disabilities, constitute a serious violation of fundamental rights and continue to persist throughout the Union, in all social and economic contexts. **Preventing and addressing such violence requires sustained support for women's rights organisations and women's specialist services, which serve as frontline responders across Member States and possess the specialised expertise necessary to tackle the root causes and manifestations of gender-based violence.**

Violence against women and persons belonging to other groups at risk is a violation of human rights and a frontal attack on equality. Thus, preventing and addressing such violence is a societal imperative. This contributes to tackling such discrimination as well as addressing the impacts of violence, including on health. At the same time, ensuring a discrimination-free society will also help address the root causes of violence against vulnerable groups, since they are intrinsically linked. Therefore, the Programme should continue the longstanding Union efforts to prevent, respond to and fight violence at all levels, **including through preventive work with perpetrators**, as well as protect and support direct and indirect victims and survivors of violence, building on the five consecutive generations of the Daphne programme and strand<sup>9</sup>. The Programme should support the achievement of the objectives of the Council of Europe Convention on preventing and combating violence against women adopted in Istanbul on 11 May 2011, the implementation of the Commission Recommendation on developing and strengthening integrated child protection systems in the best interests of the child<sup>10</sup>, which protects children from any form of violence. It should also help enable the Union to deliver on the commitment taken as a party to the UN Convention on the Rights of Persons with Disabilities, which protects persons with disabilities against any form of exploitation, violence and abuse.

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<sup>9</sup> Three consecutive generations of the Daphne programme ( [OJ L 34, 9.2.2000, p. 1](#); [OJ L 143, 30.4.2004, p. 1](#); OJ L 173, 3.7.2007, p. 19–26), and the results of the Daphne strands of the Rights, Equality and Citizenship Programme (OJ L 354, 28.12.2013, p. 62–72 ) and the CERV Programme (OJ L 156, 5.5.2021, p. 1–20).

<sup>10</sup> C(2024) 2680 final (OJ L, 2024/1238, 14.5.2024, ELI: <http://data.europa.eu/eli/reco/2024/1238/oj>).

19. In accordance with Union acquis on equal treatment, the Member States have set up independent bodies for the promotion of equal treatment ('equality bodies'), which play a key role in promoting equality and ensuring the effective application of equal treatment legislation. In addition, the Programme should support the European Network of Equality Bodies (Equinet) composed of the national equality bodies as provided for by Council Directive (EU) 2024/1499<sup>11</sup> and Directive (EU) 2024/1500 of the European Parliament and of the Council<sup>12</sup>. This is due to the fact that Equinet is the only entity which ensures cooperation and promotes capacity-building and the coordination of activities between equality bodies. This is of key importance for the effective implementation of Union anti-discrimination law in the Member States.
20. Citizens throughout the Union, many of whom regularly or at least occasionally travel to, live, study, work or do voluntary work in another Member State, should feel able to enjoy and exercise their citizenship rights and to place their trust in equal access, full enforceability and protection of their rights without any discrimination, no matter where in the Union they happen to be. Citizens should be more aware of their rights deriving from citizenship of the Union, namely their right to move and reside freely in the Union, their voting rights when residing in another Member State, their right to petition the European Parliament in any of the official languages, their right to submit citizens' initiatives and their right to lodge complaints with the European ombudsman against institutional maladministration.

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<sup>11</sup> Council Directive (EU) 2024/1499 of 7 May 2024 on standards for equality bodies in the field of equal treatment between persons irrespective of their racial or ethnic origin, equal treatment in matters of employment and occupation between persons irrespective of their religion or belief, disability, age or sexual orientation, equal treatment between women and men in matters of social security and in the access to and supply of goods and services, and amending Directives 2000/43/EC and 2004/113/EC (OJ L, 2024/1499, 29.5.2024, ELI: <http://data.europa.eu/eli/dir/2024/1499/oj>).

<sup>12</sup> Directive (EU) 2024/1500 of the European Parliament and of the Council of 14 May 2024 on standards for equality bodies in the field of equal treatment and equal opportunities between women and men in matters of employment and occupation, and amending Directives 2006/54/EC and 2010/41/EU (OJ L, 2024/1500, 29.5.2024, ELI: <http://data.europa.eu/eli/dir/2024/1500/oj>).

21. Encouraging citizens to play a more active role in democracy at Union level will strengthen European civil society and **foster** ~~promote~~ the development of a European identity. Civil society, including small and grassroots civil society organisations, therefore needs to be supported and empowered in promoting, safeguarding and raising awareness of Union values and in contributing to the effective enjoyment of rights under Union law. When Union citizens participate in the democratic life of the Union, they contribute to making representative democracy a reality. This is a principle on which the functioning of the Union is founded and which gives ~~actual~~ **concrete** expression to the value of democracy enshrined in Article 2 TEU.

**21a. The Programme should be implemented in a user-friendly way, for example through a user-friendly application and reporting procedure. Particular attention should be paid to the accessibility of the Programme for civil society organisations at local, regional, national and transnational level, including local grassroots civil society organisations, as well as to the capacity of beneficiaries. This should include consideration of the provision of financial support to third parties, where appropriate.**

22. In order to bring the Union closer to its citizens and to encourage democratic participation, a variety of actions and coordinated efforts are necessary. There is a need to encourage citizens' understanding of the policy-making process so as to promote a greater understanding and awareness of European citizenship and identity. Equally there is a need to promote civic engagement in the actions of the Union. Activities focused on remembrance and critical reflection on Europe's historical memory, raising, for instance, greater awareness of the impact of authoritarian and totalitarian regimes, are necessary in order to make citizens aware of common European history. Such activities also help lay the foundation for a common future and shared values. Furthermore, supporting and empowering civil society organisations at local, regional, national and transnational level in the areas covered by the Programme will contribute to increasing citizens' engagement in society and ultimately to their active involvement in the democratic life of the Union. At the same time, supporting activities **such as town-twinning and network of towns** that promote mutual understanding, intercultural dialogue, cultural and linguistic diversity, social inclusion and respect for others promotes a sense of belonging to the Union and a sense of a common citizenship under a European identity, based on a shared understanding of our common European values, culture, history and heritage.

23. Civil society organisations, and other civic space actors, such as independent human rights bodies, equality bodies and Ombudspersons institutions, play a vital role in contributing to the implementation of policy, encouraging people’s participation, holding institutions accountable, and driving positive change, **including through advocacy, strategic litigation, campaigning, communication and other watchdog activities**. The Programme should help ensure sufficient resources, ~~create~~ **contributing to** an enabling environment in which they can operate independently, freely, safely, effectively, and support a thriving civic space. To this end, Union funding should complement efforts at national level by supporting, protecting, empowering and building their capacity, as emphasised in the European Parliament resolution of 19 April 2018<sup>13</sup>, as well as Council conclusions of 10 March 2023<sup>14</sup> and 7 March 2025<sup>15</sup>. Civil society also plays an important role in ensuring an effective implementation of Directive (EU) 2019/1937 of the European Parliament and of the Council<sup>16</sup> by encouraging a “speak-up” culture and a favourable environment for whistleblowers. The Programme should also support actions designed to prevent and address strategic lawsuits against public participation (SLAPPs), in full complementarity with the Justice Programme. **The Programme should also ensure structured and continuous dialogue with civil society organisations.**

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<sup>13</sup> 2018/2619(RSP) (OJ C 390, 18.11.2019, p. 117–119, [https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=oj:JOC\\_2019\\_390\\_R\\_0017](https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=oj:JOC_2019_390_R_0017))

<sup>14</sup> ST-7388/23, Council Conclusions on the application of the EU Charter of Fundamental Rights; The role of the civic space in protecting and promoting fundamental rights in the EU

<sup>15</sup> ST-6878/25, Council Conclusions on the application of the EU Charter of Fundamental Rights: funding to promote, protect and enforce fundamental rights

<sup>16</sup> Directive (EU) 2019/1937 of the European Parliament and of the Council of 23 October 2019 on the protection of persons who report breaches of Union law (OJ L 305, 26.11.2019, p. 17, ELI: <http://data.europa.eu/eli/dir/2019/1937/oj>).

24. The Court of Justice of the European Union has confirmed that the Union is a legal structure that is based on the fundamental premise that each Member State shares with all the other Member States, and recognises that they share with it, the common values contained in Article 2 TEU, on which the Union is founded<sup>17</sup>. That premise is based on the specific and essential characteristics of Union law, including the autonomy it enjoys in relation to the laws of the Member States and to international law. That premise implies and justifies the existence of mutual trust between the Member States that those values will be recognised and, therefore, that the Union law that implements them will be respected. It follows that compliance by a Member State with the values contained in Article 2 TEU is a condition for the enjoyment of all the rights deriving from the application of the Treaties to that Member State. The Court of Justice of the European Union has therefore confirmed that, as a matter of principle, in the areas for which the Union is competent, it can take action to ensure respect for the values set out in Article 2 TEU.
25. European societies face challenges that affect democracies, such as raise of extremisms and intolerance, disinformation and foreign information manipulation and interference by hostile actors. It is therefore crucial that Union values such as respect for fundamental rights, equality, **including gender equality** and democracy, continue to be actively cultivated, protected, promoted, enforced, and shared among citizens and peoples ~~through~~ **as well as** structured civil society dialogue, so that those values remain at the heart of the Union project. A deterioration in their protection in any Member State can have detrimental effects on the Union as a whole. It is therefore crucial that this Programme contributes to protecting Union values, including respect for fundamental rights, equality democracy and the rule of law.

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<sup>17</sup> This stems directly from Opinion 2/13, EU:C:2014:2454, paragraph 168.

26. There are increasing risks linked to natural hazards, climate and environmental disasters, health emergencies, technological accidents, evolving security threats, and other disruptions. Accordingly, it is essential to enhance the Union's and Member States' capability to anticipate, prepare for, and respond to crises. The Programme should therefore support citizens' education and engagement on crisis preparedness, including in the cultural and creative sectors, thus enhancing societal resilience.
27. In view of the above, the Programme should support actions to safeguard and strengthen democracy in the Union, including local democracy initiatives and community building. It can do so by reinforcing public trust in democracy and democratic institutions, strengthening democratic preparedness and resilience, and encouraging citizens' engagement and participation. The Programme should also promote awareness of common history and values and encourage citizens to exercise their rights, including their electoral rights, in full respect of Member States' competences in the organisation of elections. Additionally, it should encourage critical thinking, civic participation and democracy through education as a lifelong effort, so that all citizens develop the skills to better recognise foreign information, manipulation and interference and disinformation.
28. The Programme should promote synergies and complementarity with Global Europe as this will contribute to the advancement of the Union's international cultural relations and help achieve the Union's external action objectives through cultural cooperation.
29. The Programme should also support the financing of technical and organisational support for the implementation of Regulation (EU)2019/788 of the European Parliament and of the Council<sup>18</sup>, thereby underpinning the exercise by citizens of the right to launch and support European citizens' initiatives. Together with the other rights set out in Article 24 TFEU, that right ensures citizens' direct participation in the democratic life of the Union.

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<sup>18</sup> Regulation (EU) 2019/788 of the European Parliament and of the Council of 17 April 2019 on the European citizens' initiative (OJ L 130, 17.5.2019, p. 55, ELI: <http://data.europa.eu/eli/reg/2019/788/oj>).

30. [To ensure consistency, the budgetary guarantee and financial instruments under the Programme, including when combined with other forms of non-repayable support in blending operations, should be implemented in accordance with the applicable rules of the European Competitiveness Fund (ECF) InvestEU Instrument through agreements concluded for that type of support under the ECF InvestEU Instrument.]
31. [Where Union support under the Programme is to be provided in the form of a budgetary guarantee or a financial instrument, including where combined with non-repayable support in a blending operation, it is necessary that such support is provided exclusively through the ECF InvestEU Instrument in accordance with the applicable rules of the ECF InvestEU Instrument.]
32. The Commission should be able to divide budgetary commitments into annual instalments. In that case, the Commission should commit the annual instalments during the implementation of the Programme, taking into account the progress of the actions that receive financial assistance, their estimated needs and the budget available.
33. Regulation (EU, Euratom) 2024/2509 of the European Parliament and of the Council<sup>19</sup> applies to the Programme. It lays down the rules on the establishment and the implementation of the general budget of the Union, including the rules on grants, prizes, non-financial donations, procurement, indirect implementation, financial assistance, financial instruments and budgetary guarantees.

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<sup>19</sup> Regulation (EU, Euratom) 2024/2509 of the European Parliament and of the Council of 23 September 2024 on the financial rules applicable to the general budget of the Union (OJ L, 2024/2509, 26.9.2024, ELI: <http://data.europa.eu/eli/reg/2024/2509/oj>).

34. In accordance with Regulation (EU, Euratom) 2024/2509, Regulation (EU, Euratom) No 883/2013 of the European Parliament and of the Council<sup>20</sup>, Council Regulation (EC, Euratom) No 2988/95<sup>21</sup>, Council Regulation (Euratom, EC) No 2185/96<sup>22</sup> and Council Regulation (EU) 2017/1939<sup>23</sup>, the financial interests of the Union are to be protected through proportionate measures, including the prevention, detection, correction and investigation of irregularities and fraud, the recovery of funds lost, wrongly paid or incorrectly used and, where appropriate, the imposition of administrative sanctions. In particular, in accordance with Regulations (EU, Euratom) No 883/2013 and (Euratom, EC) No 2185/96, the European Anti-Fraud Office ('OLAF') may carry out investigations, including on-the-spot checks and inspections, with a view to establishing whether there has been fraud, corruption or any other illegal activity affecting the financial interests of the Union. In accordance with Regulation (EU) 2017/1939, the European Public Prosecutor's Office (EPPO) may investigate and prosecute fraud and other illegal activities affecting the financial interests of the Union as provided for in Directive (EU) 2017/1371 of the European Parliament and of the Council<sup>24</sup>. In accordance with Regulation (EU, Euratom) 2024/2509, any person or entity receiving Union funds is to fully cooperate in the protection of the Union's financial interests, to grant the necessary rights and access to the Commission, OLAF, EPPO and the European Court of Auditors and to ensure that any third parties involved in the implementation of Union funds grant equivalent rights.

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<sup>20</sup> Regulation (EU, Euratom) No 883/2013 of the European Parliament and of the Council of 11 September 2013 concerning investigations conducted by the European Anti-Fraud Office (OLAF) and repealing Regulation (EC) No 1073/1999 of the European Parliament and of the Council and Council Regulation (Euratom) No 1074/1999 (OJ L248, 18.9.2013, p. 1, ELI: <http://data.europa.eu/eli/reg/2013/883/oj>).

<sup>21</sup> Council Regulation (EC, Euratom) No 2988/95 of 18 December 1995 on the protection of the European Communities financial interests (OJ L 312, 23.12.95, p. 1, ELI: <http://data.europa.eu/eli/reg/1995/2988/oj>).

<sup>22</sup> Council Regulation (Euratom, EC) No 2185/96 of 11 November 1996 concerning on-the-spot checks and inspections carried out by the Commission in order to protect the European Communities' financial interests against fraud and other irregularities (OJ L 292, 15.11.1996, p. 2, ELI: <http://data.europa.eu/eli/reg/1996/2185/oj>).

<sup>23</sup> Council Regulation (EU) 2017/1939 of 12 October 2017 implementing enhanced cooperation on the establishment of the European Public Prosecutor's Office ('the EPPO') (OJ L 283, 31.10.2017, p. 1, ELI: <http://data.europa.eu/eli/reg/2017/1939/oj>).

<sup>24</sup> Directive (EU) 2017/1371 of the European Parliament and of the Council of 5 July 2017 on the fight against fraud to the Union's financial interests by means of criminal law (OJ L 198, 28.7.2017, p. 29, ELI: <http://data.europa.eu/eli/dir/2017/1371/oj>).

Third countries participating in the Programme are to grant the necessary rights and access required for the authorising officer responsible, OLAF and the Court of Auditors to comprehensively exercise their respective competences.

35. [The Programme is to be implemented in accordance with Regulation (EU) [XXX]\* of the European Parliament and of the Council [Performance] which establishes the rules for the expenditure tracking and the performance framework for the budget, including rules for ensuring a uniform application of the principles of ‘do no significant harm’ and gender equality referred to in Article 33(2), points (d) and (f), of Regulation (EU, Euratom) 2024/2509 respectively, rules for monitoring and reporting on the performance of Union programmes and activities, rules for establishing a Union funding portal, rules for the evaluation of the programmes, as well as other horizontal provisions applicable to all Union programmes such as those on information, communication and visibility, while taking into account the scope and nature of the activities and priorities.]
36. The Programme should also support, **with appropriate resourcing**, the role of Programme Desks **or equivalents**, which Member States ~~have the possibility to~~ **may** establish with ~~appropriate resourcing for Programme Desks or equivalents in the Programme, and which should provide guidance and assistance to applicants on funding opportunities and cross-border collaborations,~~ **thus** contributing to the Programme’s outreach visibility and dissemination in accordance with Regulation (EU) [XXX]\* of the European Parliament and of the Council [Performance]. Programme Desks should carry out their functions independently and without interference from public authorities in their decision making, and ought not to have any responsibility regarding the management of the programme<sup>25</sup>.

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<sup>25</sup> ~~In order to promote the Programme at national level, provide relevant information on the various types of financial support available under Union policy, and assist operators to apply for support under the Programme, the Programme shall support the establishment of Desks in participating countries. The Desks shall implement their activities aiming to enhance outreach, visibility and dissemination of the Programme results in accordance with Regulation (EU, Euratom) 202X/XXXX which establishes the rules for the expenditure tracking and the performance framework for the budget, including the rules applicable to all Union programmes regarding information, communication and visibility obligations, including in particular obligations for beneficiaries and implementing partners~~

- 36a. The Programme should be open for participation of cooperation with third countries where this is in the interest of the Union. To this extent, the Union may allow for full or partial participation of third countries to the constituent actions of the Programme. The third countries should also include the category of European micro-states (the Principality of Andorra, the Principality of Monaco, the Republic of San Marino and the Vatican City State) where relevant international agreements are in force with that state and in accordance with the conditions laid down therein. Participation should be subject to a fair balance of contribution and benefits of the third country and ensure the protection of the financial and security interests of the Union. When deciding on the participation of third countries, the respective prerogatives of the European Parliament, the Council and the Commission under Article 218 TFEU are to be observed.
37. Pursuant to Article 85(1) of Council Decision (EU) 2021/1764<sup>26</sup>, persons and entities established in overseas countries and territories are eligible for funding subject to the ruled objectives of the Programme and possible arrangements applicable to the Member State to which the relevant overseas country or territory is linked.

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<sup>26</sup> Council Decision (EU) 2021/1764 of 5 October 2021 on the association of the Overseas Countries and Territories with the European Union including relations between the European Union on the one hand, and Greenland and the Kingdom of Denmark on the other (Decision on the Overseas Association, including Greenland) (OJ L 355, 7.10.2021, p. 6, ELI: <http://data.europa.eu/eli/dec/2021/1764/oj>).

38. The participation of third countries in the ‘Audiovisual’ specific objective requires a certain level of reciprocity and regulatory alignment. For this reason, the situation of their audiovisual markets, the proximity of their legal frameworks with the Union audiovisual media acquis, in particular Directive 2010/13/EU, and the access to their support schemes should be taken into consideration when concluding the relevant agreements. This is of particular importance in relation to other European countries, whose audiovisual works benefit from the provisions of Directive 2010/13/EU that promote European works, notably the quotas system. In the specific case of acceding countries, candidate countries and potential candidates, the requirement to align their national legislations with Directive 2010/13/EU and Regulation (EU) 2024/1083 may be an efficient incentive to accelerate their work on the overall alignment with the EU acquis.

38a. In order to ensure uniform conditions for the implementation of the Programme through work programmes, implementing powers should be conferred on the Commission. Those powers should be exercised in accordance with Regulation (EU) No 182/2011 of the European Parliament and of the Council of 16 February 2011 laying down the rules and general principles concerning mechanisms for control by the Member States of the Commission's exercise of implementing powers.

39. Since the objectives of this Regulation cannot be sufficiently achieved by the Member States but can rather, by reason of the transnational nature of the challenges, be better achieved at Union level, the Union may adopt measures, in accordance with the principle of subsidiarity, as set out in Article 5 TEU. In accordance with the principle of proportionality, as set out in that Article, this Regulation does not go beyond what is necessary in order to achieve those objectives.
40. This Regulation establishes the Programme [for 2028 to 2034], which succeeds to the Programmes established by Regulations (EU) 2021/692 and (EU) 2021/818 for 2021 to 2027. Regulations (EU) 2021/692 and (EU) 2021/818 should therefore be repealed,

HAVE ADOPTED THIS REGULATION:

CHAPTER I

**GENERAL PROVISIONS**

*Article 1*

***Subject matter***

This Regulation establishes the ‘AgoraEU’ Programme (the ‘Programme’) and lays down the objectives of the Programme, its budget [for the period 2028-2034], the forms of Union funding and the rules for providing such funding.

*Article 2*

***Definitions***

For the purposes of this Regulation ~~and the implementation of each of its strands~~ the following definitions apply:

‘award procedure’ means an award procedure, as defined in Article 2, point (3), of Regulation (EU, Euratom) 2024/2509, as well as procedures for entrusting the implementation and provision of support through financial instruments, for granting the budgetary guarantee, or for providing support under the budgetary guarantee.

‘cultural and creative sectors’ **supported by the Creative Europe - Culture strand are** means the sectors engaged in the creation, production, dissemination and preservation - through various mediums and through multiple formats - of cultural and artistic works and expressions, inter alia, in performing arts (such as theatre and dance), literature and book publishing, music, visual arts, tangible and intangible cultural heritage, architecture, archives, libraries and museums, crafts and design (including fashion design). These activities, ~~whether market-oriented or non-market-oriented, constitute the core and culturally driven segments of cultural industries, are a public good and embody the values of the Union.~~ **many of which have the potential to generate innovation and jobs in particular from intellectual property:**

- (a) **are based on cultural values and artistic and other individual or collective creative expressions; and**
- (b) **include the development, the creation, the production, the dissemination and the preservation of goods and services which embody cultural, artistic or other creative expressions, as well as related functions such as education and management;**

**irrespective of:**

- (a) **whether the activities of those sectors are market-oriented or non-market oriented;**
- (b) **the type of structure that carries out those activities; and**
- (c) **how that structure is financed.**

‘media **sectors** industries’ **supported by the MEDIA+ strand are** means the sectors whose activities include the creation, distribution, and promotion of audiovisual works, such as films, series, documentaries, video games, multimedia and immersive reality, as well as of journalistic content offered to the public. Such works and content may be delivered by any technical means or platforms, including theatrical exhibition, television and radio broadcasting, print and online publishing, and digital services. These **sectors** industries combine a strong cultural and democratic dimension with economic relevance at Union level **and rely on intellectual property rights for the exploitation of their content.**

### Article 3

#### Programme objectives

1. The general objectives of the Programme are to safeguard, develop and promote cultural ~~rights~~ and linguistic diversity and heritage, to increase the competitiveness and sustainable innovation of the cultural and creative sectors, in particular the media and audiovisual industries, to safeguard and ~~strengthen~~ artistic and media freedom, and to protect and promote equality, active citizenship, rights and values as enshrined in the Treaties and in the Charter, thereby enhancing democratic participation and societal resilience.
2. Within the general objectives set out in paragraph 1, the Programme shall have the following strands, implementing the following specific objectives:
  - (a) the ‘Creative Europe - Culture’ Strand shall:
    - i. contribute to and enhance cross-border cultural and artistic creation, **and** cooperation, mobility, participation, access and accessibility, as well as cross-border circulation of a **diversity** ~~diverse range~~ of cultural works, while strengthening the social, economic and international dimensions of the cultural and creative sectors (‘culture’);
  - (b) the ‘MEDIA+’ strand shall:
    - i. contribute to the cultural and linguistic diversity and competitiveness of the audiovisual and video games **sectors** ~~industries~~, notably by enhancing creation, promotion and cross-border distribution of European content and ~~its~~ access to it by citizens (‘audiovisual’);
    - ii. contribute to a free, viable, pluralist and diverse Union information ecosystem, notably by supporting and protecting free and independent journalism and news media, ~~including public service media~~, enhancing citizens’ access to reliable information, tackling disinformation and fostering media literacy (‘news’);

- (c) the Democracy, Citizens, Equality, Rights and Values ('CERV+') strand shall, **with a view to promoting and protecting the Union values enshrined in Article 2 TEU:**
- i. contribute to protecting and promoting ~~Union values and~~ fundamental rights, ~~including~~ equality, **including gender equality**, and non-discrimination and Union citizen's rights enshrined in the Treaties including free movement of citizens, and to empowering civil society ('rights, equality, citizens and civil society');
  - ii. contribute to **preventing and** fighting against gender-based violence, violence against children and other groups at risk of such violence ('Daphne');
  - iii. contribute to enhancing democratic participation and upholding the rule of law ('democratic participation and rule of law').
3. To maximise impact and enhance synergies across the strands referred to in paragraph 2, the Programme shall support cross-cutting and horizontal activities contributing to the general objective referred to in paragraph 1, notably by developing synergies between the cultural, media and civic spheres and promoting cross-sectoral collaboration and innovation.

## CHAPTER II

### Creative Europe - Culture strand

#### *Article 4*

#### *Culture*

Within the Creative Europe - Culture strand, the 'Culture' specific objective, covering the cultural and creative sectors, shall focus on:

- (a) fostering cross-border creation, cooperation and exchanges across various formats, including through **cooperation projects and partnerships between organisations of all sizes**, the mobility of artists and cultural and creative professionals; **and** artistic residencies, ~~as well as cooperation and partnerships between organisations of all sizes;~~
- (b) improving access to and participation in culture, the arts and cultural heritage for all, notably for young people, and strengthening social resilience and social cohesion, in particular intergenerational fairness, equality and diversity, through, **inter alia, cultural education** **and** cultural engagement;
- (c) supporting the circulation, distribution, promotion, visibility and discoverability of diverse European cultural and artistic content through various channels across the Union and internationally, including through European platforms for emerging artists, support to entities aiming to train and promote young **and emerging** artists, prizes that promote artistic talent and excellence, touring initiatives, exhibitions, festivals, and translation;

- (d) strengthening the capacity and skills in the cultural and creative sectors to drive innovation and competitiveness, and to navigate the green and digital transitions, including through support for networks of cultural and creative organisations, talent development, training and peer-learning activities;
- (e) promoting cultural policy development through cooperation and exchange of good practices and ~~research~~ **knowledge** at Union level; and improving the evidence base through enhanced data collection, analysis, and pilot actions **and through supporting market analysis capacities**;
- (f) advancing the Union’s international cultural relations **through cultural cooperation projects, which contribute to cultural and external action objectives** ~~and contributing to the Union’s external action objectives through cultural cooperation~~;
- (g) supporting the implementation of the Decisions No 445/2014/EU<sup>27</sup> and No 1194/2011/EU<sup>28</sup> of the European Parliament and the Council of the Union.

The implementation of the ‘Culture’ specific objective shall be carried out with full respect for artistic freedom and diversity of cultural expressions, and contribute to the improvement of working conditions for artists and cultural and creative professionals.

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<sup>27</sup> Decision No 445/2014/EU of the European Parliament and of the Council of 16 April 2014 establishing a Union action for the European Capitals of Culture for the years 2020 to 2033 and repealing Decision No 1622/2006/EC (OJ L 132, 3.5.2014, p. 1, ELI: [http://data.europa.eu/eli/dec/2014/445\(1\)/oj](http://data.europa.eu/eli/dec/2014/445(1)/oj)).

<sup>28</sup> Decision No 1194/2011/EU of the European Parliament and of the Council of 16 November 2011 establishing a European Union action for the European Heritage Label (OJ L 303, 22.11.2011, p. 1, ELI: <http://data.europa.eu/eli/dec/2011/1194/oj>).

## CHAPTER III

### MEDIA+ strand

#### *Article 5*

#### *Audiovisual*

Within the MEDIA+ strand, the 'Audiovisual' specific objective shall focus on:

- (a) supporting the creation ~~and promotion~~ of European audiovisual works across multiple formats and genres, notably **including** independent productions, with the potential to reach diverse audiences across borders;
- (b) fostering the cross-border circulation, **online and theatrical** distribution, prominence, discoverability, **promotion, accesibility, linguistic diversity** and visibility of European audiovisual works on all mediums across the Union and internationally, including through coordinated distribution strategies, marketing and promotion tools;
- (c) building audiences for European audiovisual works, including through a network of European cinemas, festivals and outreach campaigns **and film literacy** and addressing in particular young Europeans and underserved **areas communities**;
- (d) supporting the development and prototyping of European video games and immersive content, including through market testing, promotion and discoverability audience-driven strategies, and distribution across all platforms;
- (e) enhancing **skills and** talent development, **supporting capacity-building, including training as well as networking and cross-border mobility of audiovisual professionals**;
- (ea)** facilitating access to finance, with particular attention given to Small and Medium Enterprises (SMEs), business-to-business exchanges and networking, **uptake**, adoption and ~~development~~ **implementation** of innovative tools and business models and cross-media intellectual property exploitation strategies, particularly in response to creative, market and technological shifts;

- (f) fostering policy dialogue, exchange of best practices, data collection and analysis, including the payment of the contribution fee for Union membership of the European Audiovisual Observatory;
- (g) contributing to the implementation of Directive 2010/13/EU of the European Parliament and of the Council.<sup>29</sup>

The implementation of the ‘Audiovisual’ specific objective shall be carried out with full respect for artistic freedom, ensuring collaboration and ~~balanced~~ **broadening** participation among entities from Member States with different audiovisual capacities.

#### *Article 6*

#### *News*

Within the MEDIA+ strand, the ‘News’ specific objective shall focus on:

- (a) protecting news media outlets and journalists, especially where they face threats, monitoring, assessing and addressing risks to media freedom and pluralism in the internal market; and promoting journalistic, ~~deontological~~ and editorial standards;
- (b) enhancing the production, distribution, consumption and archiving of professional journalistic content, including coverage of Union affairs, investigative journalism, local ~~and~~ **community** news; and ~~the prominence of public interest media, including in the digital environment;~~
- (c) supporting the digital transformation of news organisations ~~of diverse sizes and geographical scope,~~ **with particular attention given to small and medium enterprises as well as regional and local news organisations**, innovative practices, new production, distribution and business models, facilitating access to finance and encouraging cross-border activities and the reskilling and upskilling of news media professionals;

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<sup>29</sup> Directive 2010/13/EU of the European Parliament and of the Council of 10 March 2010 on the coordination of certain provisions laid down by law, regulation or administrative action in Member States concerning the provision of audiovisual media services (OJ L 95, 15.4.2010, p. 1, ELI: <http://data.europa.eu/eli/dir/2010/13/oj>).

- (d) enhancing cooperation and promoting measures which aim to monitor and safeguard the online information space, including by detecting, analysing and combating disinformation and foreign information manipulation and interference, thereby strengthening democratic resilience across the Union;
- (e) promoting digital and media literacy activities in order to enable all citizens, including young people, **seniors and other vulnerable groups**, to use and develop a critical ~~skills~~ **thinking** and **critical** understanding of the information ecosystem, taking into account, **among others**, the use and impact of artificial intelligence;
- (f) reinforcing policy dialogue, data collection and analysis and development of common standards, including by supporting the work of the European Board for Media Services.

The implementation of the ‘News’ specific objective shall be carried out with full respect for media editorial independence and professional standards.

## Chapter IV

### CERV+ Strand

#### Article 7

#### *Rights, equality, citizens and civil society*

Within the CERV+ strand, the ‘Rights, Equality, Citizens and Civil Society’ specific objective shall focus on:

- (a) promoting equality, preventing and fighting against discrimination on the grounds of sex, racial or ethnic origin, religion or belief, disability, age, ~~or~~ sexual orientation or gender identity, and all forms of racism and intolerance, as well as multiple and intersectional discrimination and promoting equality mainstreaming, while and respecting the principle of non-discrimination on the grounds provided for in Article 21 of the Charter; ~~thereby also strengthening the protection and promotion of Union values;~~
- (b) promoting gender equality, gender mainstreaming, work-life balance and the empowerment of all women and girls, as well as protecting and promoting women’s full enjoyment of rights;
- (c) promoting accessibility and protecting and promoting the rights of persons with disabilities, including by supporting the Union’s implementation of the UN Convention on the Rights of Persons with Disabilities;
- (d) protecting and promoting the rights of the child;
- (e) protecting and promoting freedom of expression, the right to privacy, the protection of personal data as well as rights in the digital space;

- (f) nurturing a vibrant civic space by building the capacity of, and providing financial support to, civil society organisations, human rights defenders, and other relevant actors, which are active at all levels in protecting, promoting and raising citizen's awareness of rights enshrined in the Treaty, promoting EU democratic resilience, non-discrimination and equality and more broadly Union values, such as the respect for fundamental rights, the rule of law, democracy and in protecting and promoting respect of the rights conferred by the Charter.

*Article 8*

*Daphne*

Within the CERV+ strand, the 'Daphne' specific objective shall focus on:

- (a) preventing, raising awareness on, responding to and fighting, at all levels, all forms of gender-based violence against women and girls, domestic violence, and violence against children, young and older people, LGBTIQ people, persons with disabilities and other groups at risk;
- (b) protecting and supporting all direct and indirect victims and survivors of violence as referred in point (a);
- (c) supporting the achievement of the objectives of the Council of Europe Convention on preventing and combating violence against women and domestic violence in the Union **(Istanbul Convention) and on the protection of children against sexual exploitation and sexual abuse (Lanzarote Convention).**

*Article 9*

***Democratic participation, and rule of law***

Within the CERV+ strand, the ‘Democratic participation, and rule of law’ specific objective of the Programme shall focus on:

- (a) protecting and promoting Union citizenship rights as well as citizens’ and civil society organisations’ participation and engagement in the democratic and civic life of the Union, including through democratic dialogue **and participatory democracy projects** and supporting open, resilient, rights-based, and equal societies based on the rule of law;
- (b) supporting free, fair, resilient, accessible, transparent and inclusive electoral and democratic processes, at all local, regional, national and Union levels;
- (c) promoting civic awareness and better understanding of the Union, its common history, memory and diversity, to foster mutual understanding, tolerance and social cohesion.

## CHAPTER V

### Cross-cutting and horizontal priorities and activities

#### *Article 10*

Within the general objectives set out in Article 3, the Programme shall support the following cross-cutting and horizontal priorities and activities:

- (a) cross-sectoral cooperation and ~~implementation of innovative solutions~~ **innovation** across the cultural, media and civic fields, and protection of the integrity of the public discourse, thereby bolstering trust, democratic resilience, societal preparedness and cultural and civic engagement;
- (b) ethical, **responsible** and sustainable use of innovative tools and content technologies, notably Artificial Intelligence, as well as skills development and capacity-building through cross-sectoral approaches;
- (c) actions for the development, implementation, and monitoring of relevant Union legislation and policy in the culture, media and civic fields, including, where applicable, through cooperation among national authorities and stakeholders;
- (ca) the establishment and activities, **with appropriate resourcing**, of Programme Desks **or equivalents** in participating countries ~~to stimulate cross-border cooperation and the exchange of best practices within the sectors covered by the Programme. In addition, the Programme Desks may also be responsible~~ **with responsibility** for providing impartial guidance, practical information and assistance to applicants, stakeholders and beneficiaries of the Programme with **respect to** all the aspects thereof, including in relation to the application procedure, dissemination of user-friendly information and Programme results, inquiries for partners, training and formalities;

- (d) in line with the provisions of the Regulation (EU) [XXX]\* of the European Parliament and of the Council [Performance], the promotion of the Programme, and its funding opportunities, including through Programme Desks, thereby enhancing outreach, visibility and the dissemination of the Programme results;

The financing of cross-cutting and horizontal priorities and activities shall be determined by their nature and scope.

## CHAPTER VI

### **Financial provisions**

#### *[Article 11*

#### ***Budget***

1. The indicative financial envelope for the implementation of the Programme for the period 2028-2034 is set at EUR 8 582 000 000 in current prices.
2. Budgetary commitments for activities extending over more than one financial year may be broken down over several years into annual instalments.
3. Appropriations may be entered in the Union budget beyond 2034 to cover the expenses necessary and to enable the management of actions not completed by the end of the Programme.
4. The financial envelope referred to in paragraph 1 of this Article and the amounts of additional resources referred to in Article 12 may also be used for technical and administrative assistance for the implementation of the Programme, such as preparatory, monitoring, control, audit and evaluation activities, corporate information technology systems and platforms, information and communication activities, including corporate communication on the political priorities of the Union, and all other technical and administrative assistance or staff-related expenses incurred by the Commission for the management of the Programme.]

*Article 12*

***Additional resources***

1. Member States, Union institutions, bodies and agencies, third countries, international organisations, international financial institutions, or other third parties, may make additional financial or non-financial contributions to the Programme. Additional financial contributions shall constitute external assigned revenue within the meaning of Article 21(2), points (a), (d), or (e), or Article 21(5) of Regulation (EU, Euratom) 2024/2509.
2. Resources allocated to Member States under shared management may, at their request, be made available to the Programme. The Commission shall implement those resources directly or indirectly in accordance with Article 62(1), point (a) or (c), of Regulation (EU, Euratom) 2024/2509. They shall be additional to the amount referred to in Article 11(1) of this Regulation. Those resources shall be used for the benefit of the Member State concerned. Where the Commission has not entered into a legal commitment under direct or indirect management for additional amounts thus made available to the Programme, the corresponding uncommitted amounts may, at the request of the Member State concerned, be transferred back to one or more respective source programmes or their successors.

### *Article 13*

#### ***Alternative, combined and cumulative funding***

1. The Programme shall be implemented in synergy with other Union programmes. An action that has received Union contribution from another programme may also receive a contribution under this Programme. The rules of the relevant Union programme shall apply to the corresponding contribution, or a single set of rules may be applied to all contributions and a single legal commitment may be concluded. If all Union contributions are provided based on eligible cost, the cumulative support from the Union budget shall not exceed the total eligible costs of the action and may be calculated on a pro-rata basis in accordance with the documents setting out the conditions for support.
2. Award procedures under the Programme may be jointly conducted under direct or indirect management with Member States, Union institutions, bodies and agencies, third countries, international organisations, international financial institutions, or other third parties ('partners to the joint award procedure'), provided the protection of the financial interests of the Union is ensured. Such procedures shall be subject to a single set of rules and lead to the conclusion of single legal commitments. For that purpose, the partners to the joint award procedure may make resources available to the Programme in accordance with Article 12 of this Regulation, or the partners may be entrusted with the implementation of the award procedure, where applicable in accordance with Article 62(1), point (c), of Regulation (EU, Euratom) 2024/2509. In joint award procedures, representatives of the partners to the joint award procedure may also be members of the evaluation committee referred to in Article 153(3) of Regulation (EU, Euratom) 2024/2509.

*Article 14*

***Third countries participating in the Programme***

1. The Programme may be opened to the full or partial participation of the following third countries, in accordance with the objectives laid down in Article 3 and applicable to:
  - (a) members of the European Free Trade Association which are members of the European Economic Area, in accordance with the conditions laid down in the Agreement on the European Economic Area, as well as European micro-states (Andorra, Monaco, San Marino and the Vatican City), in accordance with the conditions laid down in the relevant agreements;
  - (b) acceding countries, candidate countries and potential candidates, in accordance with the general principles and general terms and conditions for the participation of those countries in Union programmes established in the respective framework agreements, protocols and Association Council decisions or in similar agreements and in accordance with the specific conditions laid down in agreements between the Union and those countries;
  - (c) European Neighbourhood Policy countries, in accordance with the general principles and general terms and conditions for the participation of those countries in Union programmes established in the respective framework agreements, protocols and Association Council decisions or in similar agreements and in accordance with the specific conditions laid down in agreements between the Union and those countries;
  - (d) other third countries, in accordance with the conditions laid down in a specific international agreement covering the participation of the third country in any Union programme.

2. The agreements for participation in the Programmes referred to in paragraph 1 shall:
- (a) ensure a fair balance as regards the contributions and benefits of the third country participating in the Programmes;
  - (b) lay down the conditions of participation in the Union Programme, including the calculation of financial contributions, consisting of an operational contribution and a participation fee, to a programme and its general administrative costs;
  - (c) not confer on the third country any decision-making power in the Programme;
  - (d) guarantee the rights of the Union to ensure sound financial management and to protect its financial interests;
  - (e) where relevant, ensure the protection of security and public order interests of the Union.
- 3.** For the purposes of point (d), the third country shall grant the necessary rights and access required under Regulation (EU, Euratom) 2024/2509 and Regulation (EU, Euratom) No 883/2013, and guarantee that decisions imposing a pecuniary obligation on persons other than States in the meaning of Article 299 TFEU, as well as judgements and orders of the Court of Justice of the European Union, are enforceable.

- 4.** The relevant agreements granting participation in the ‘Audiovisual’ specific objective referred to in Article 3 shall take into account the situation of the audiovisual market in the country concerned, including the proximity of their legal framework with the Union audiovisual media acquis and the access to its equivalent support schemes, in particular with regard to other European countries. The agreements concluded with the countries referred to in paragraph 1(b) shall require the alignment of their national law to Directive 2010/13/EU to grant participation in the ‘Audiovisual’ specific objective, ~~and to Regulation (EU) 2024/1083 to grant participation in the ‘News’ specific objective.~~

*Article 15*

***Implementation and forms of Union funding***

1. The Programme shall be implemented in accordance with Regulation (EU, Euratom) 2024/2509, under direct management or under indirect management with entities referred to in Article 62(1), point (c) of that Regulation.
2. Union funding may be provided in any form in accordance with Regulation (EU, Euratom) 2024/2509, in particular grants, prizes, procurement and non-financial donations.
3. [Where Union support is provided in the form of a budgetary guarantee or a financial instrument, including where combined with non-repayable support in a blending operation, it shall be exclusively provided through the ECF InvestEU Instrument and implemented in accordance with the applicable rules of the ECF InvestEU Instrument through agreements concluded for that type of support under the ECF InvestEU Instrument.]
4. [Union support in the form of a budgetary guarantee shall be provided within the maximum amount of the budgetary guarantee established by the ECF Regulation.]
5. [Where the Programme makes use of the ECF InvestEU Instrument, it shall provide the provisioning for the budgetary guarantee and the financing to financial instruments, including when combined with non-repayable support in the form of a blending operation.]

6. Where Union funding is provided in the form of a grant, funding shall be provided as financing not linked to costs or, where necessary, simplified cost options, in accordance with Regulation (EU, Euratom) 2024/2509. Funding may be provided in the form of actual eligible cost reimbursement only where the objectives of an action cannot be achieved otherwise.
7. For the purposes of Article 153(3) of Regulation (EU, Euratom) 2024/2509, the evaluation committee may be composed partially or fully of independent external experts.
8. Entities applying for a funding under the Creative Europe - Culture strand of the Programme that have received over 50% of their annual revenue from public sources over the last two years, shall be considered as having the necessary financial, professional and administrative capacity to carry out activities under the Programme. They shall not be required to present further documentation to demonstrate that capacity.

*Article 16*

***Eligibility***

1. Eligibility criteria shall be set to support achievement of the objectives laid down in Article 3, in accordance with Regulation (EU, Euratom) 2024/2509 and shall apply to all award procedures under the Programme.
2. In award procedures under direct and indirect management, one or more of the following legal entities may be eligible to provide or receive Union support:
  - (a) entities established in a Member States or an overseas country or territory linked to that Member State;
  - (b) entities established in third country participating in the Programme;
  - (c) international organisations;
  - (d) by way of exception and provided that their country is listed in the work programme, other entities established in third countries not participating in the Programme where the funding of such entities is strictly necessary to achieve the objectives of a given action and contributes to the objectives laid down in Article 3. These entities shall in principle bear the cost of their participation.

3. In addition to Article 168(2) and (3) of Regulation (EU, Euratom) 2024/2509, third countries participating in the Programme referred to in Article 14(1) of this Regulation may, where relevant, participate in and benefit from any procurement mechanisms set out in Article 168(2) and (3) of Regulation (EU, Euratom) 2024/2509. Rules applicable to Member States shall be applied, mutatis mutandis, to participating third countries.
4. Award procedures affecting security or public order, in particular concerning strategic assets and interests of the Union or its Member States, shall be restricted in accordance with Article 136 of Regulation (EU, Euratom) 2024/2509.
5. The work programme referred to in Article 110 of Regulation (EU, Euratom) 2024/2509 may further specify the eligibility criteria set out in this Regulation or set additional eligibility criteria for specific actions.
6. An operating grant may be awarded without a call for proposals to the European Network of National Equality Bodies (Equinet), to cover expenditure associated with the permanent work programme of Equinet.

## *Article 17*

### ***Work programme***

1. The Programme shall be implemented by work programmes referred to in Article 110 Regulation (EU, Euratom) 2024/2509. The work programmes shall set out, where applicable, the activities and related amounts of Union support to be implemented through the ECF InvestEU instrument.
2. The work programmes shall be adopted by the Commission by means of implementing acts. Those implementing acts shall be adopted in accordance with the examination procedure referred to in Article 17a.

## *Article 17a*

### ***Committee procedure***

1. The Commission shall be assisted by a committee (the ‘AgoraEU Committee’). That committee shall be a committee within the meaning of Regulation (EU) No 182/2011.
2. The committee may meet in specific configurations to deal with concrete issues relating to the individual strands of the Programme.
3. Where reference is made to this paragraph, Article 5 of Regulation (EU) No 182/2011 shall apply.

## CHAPTER VII

### **Final provisions**

#### *Article 18*

##### ***Repeal***

Regulations (EU) 2021/692 and (EU) 2021/818 are repealed with effect from 1 January 2028.

#### *Article 19*

##### ***Transitional provisions***

7. This Regulation shall not affect the continuation or modification of the actions concerned, until their closure, under Regulations (EU) 2021/692 and (EU) 2021/818 , which shall continue to apply to the actions concerned until their closure.
8. The financial envelope for the Programme may also cover technical and administrative assistance expenses necessary to ensure the transition between the Programme and the measures adopted under Regulations (EU) 2021/692 and (EU) 2021/81.

#### *Article 20*

##### ***Entry into force and application***

This Regulation shall enter into force on the twentieth day following that of its publication in the *Official Journal of the European Union*.

It shall apply from 1 January 2028.

This Regulation shall be binding in its entirety and directly applicable in all Member States.

Done at Brussels,

*For the European Parliament*  
*The President*

*For the Council*  
*The President*