

AgoraEU amendment proposals (European Music Council)

Generally, four main aspects should be considered for the AgoraEU programme in the future MFF:

- Increase the overall budget for AgoraEU
- Earmark funds for the cultural strand with at least 33% of the AgoraEU budget
- Add revenues from digital fines as additional resource
- Add an Annex with clear funding lines

Include sectoral support for music

COM AgoraEU proposal (July 2025)	Amendment proposal
-	Recital (NEW) Music, in all its forms and expressions is an important component of the cultural, artistic and economic landscape of the Union and its heritage. It is an element of social cohesion and it serves as a key instrument to enhance economic and cultural development. The Culture strand should therefore pay attention to the music sector.
	Chapter II Creative Europe – Culture strand Article 4 Culture (NEW) support to the music sector: actions that promote diversity, creativity and innovation in the field of music, including live performance, the dissemination and promotion of all musical repertoires in Europe and beyond, training and education actions, participation in and access to music, and audience development for all European repertoires, and support for data gathering and analysis; those actions shall build on and continue to support the experiences and expertise gained within the ‘Music moves Europe’ initiative;

Reasoning: Music is one of Europe’s most accessible cultural forms. Music and its diverse expressions have an intrinsic value, a social and democratic impact as well as an economic dimension. The Commission’s AgoraEU proposal does not make an explicit reference to music nor does it include concrete or measures or follow-up to the Music Moves Europe (MME) initiative. With an increased budget of AgoraEU in the next

MFF, there is an opportunity to continue the momentum of the successful MME initiative. This preamble addition should correspond to an explicit inclusion of sector-specific funding for music under Article 3 Programme objectives and potentially an Annex with more defined funding strands. Through the Preparatory Action from 2018 – 2020 and the Music Moves Europe initiative in the current Creative Europe programme, it has been proven that these measures answer to a specific need of the European music sector.

Reasons why a sector-specific strand is needed:

1. Music Moves Europe has become a trademark and is highly successful and is recognisable. It has become a reference point for various music sector stakeholders across Europe and is a respected and well-known initiative. These joint efforts by the music sector and EU institutions should not be wasted but rather continue and build on its momentum;
2. A sector-specific strand addresses specific needs that had not been reflected before. It gives the opportunity to design actions that answer to the specific challenges and strengths of the music sector;
3. A continuous dialogue with the music sector is needed. Such a dialogue should bring together music sector stakeholders from all areas, various DGs, representatives of the European Parliament and the Member States. An ongoing dialogue format would ensure that all music related policies and legislation are based on a transparent exchange process with the sector and that any future funding formats address the needs of the sector. The European Commission Expert Group on Cultural Heritage could serve as an example and be further adapted.
4. A sector-specific strand should include a European Music Observatory based on models outlined in the Feasibility Study for a European Music Observatory that could provide comprehensive data on the entire music sector and its economic and societal significance.

The music sector is at the forefront of showing the overall benefits of the addition of sector-specific measures with overall cultural sector funding. This can be exemplary for other sectors in the future.

Culture strand specific objectives

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Chapter II Creative Europe – Culture strand Article 4 Culture (d) strengthening the capacity and skills in the cultural and creative sectors to drive innovation and competitiveness and	Chapter II Creative Europe – Culture strand Article 4 Culture (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, training and peer-learning activities;	to navigate the green and digital transitions transnational exchange, dialogue, networking, training and peer-learning , including through support for networks of cultural and creative organisations, training and peer-learning activities ;
-	Chapter II Creative Europe – Culture strand Article 4 Culture (NEW) Strengthen and promote cultural diversity and intercultural dialogue through cultural awareness, arts education and participatory cultural practices within the cultural and creative sectors including grassroots organisations and micro-organisations, so that they are able to be active at international level;

Reasoning for new formulation for network objective regarding networks:

The proposed objective for the support for networks falls short of encompassing the wide array of roles that European networks fulfil. They are active on many levels and contribute tremendously to the development of the sector ranging from amateurs, education to professionals. The objectives for network support should be formulated in a way that reflects better the overall objective of AgoraEU and specifically the Culture strand. This would ensure that the network funding remains accessible to the entire sector and all its activities include networks bringing together grassroots organisations, networks of professionals and other diverse types of networks of cultural and creative organisations. It is in the nature of networks in the cultural and creative sectors to address challenges that their sector faces – whether they are specific or global challenges including the digital and green transition. But this will also include any new challenges coming up in the future and AgoraEU should remain flexible in this context to enable networks to react to any anticipated or unforeseen challenges and transformation processes. Innovation and competitiveness take many different forms, especially in the cultural and creative sectors, and is therefore already an overarching objective of AgoraEU and the culture strand.

Reasoning additional specific objective:

AgoraEU, in particular the Culture strand, must remain open and accessible to grassroots organisations, including those active in formal, non-formal, informal cultural education as well as community arts. These organisations are in a unique position to

reach out to people of all ages and provide opportunities for intercultural dialogue, cross-border exchange and strengthening understanding and cultural diversity. This crucial aspect needs to be more explicitly included in the objectives of the culture strand.

Definitions

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recital (7) The cultural and creative sectors, including 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), serve as ‘public good’, generating 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. The Programme should take into account, on the one hand, their intrinsic and artistic value, as well as, on the other hand, their extrinsic social and economic contributions, including to social and territorial cohesion, well-being and health, growth and job creation, competitiveness, creativity and innovation.	<i>If a CCS definition is added to Article 2 Definitions, move or repeat definition from AgoraEU proposal recital (7) (see left column).</i>