

Ministerie van Onderwijs, Cultuur en  
Wetenschap

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**Onze referentie**

**Bijlagen**

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Datum 20 februari 2025  
Betreft Aanbieding brief EU cultuurministers aan Eurocommissarissen  
Virkkunen, Micallef en Serafin over Creative Europe

Hierbij stuur ik u ter informatie de brief die namens alle EU ministers voor Cultuur werd verstuurd aan de Europese Commissie over Creative Europe. In de brief wordt het belang van steun aan de culturele en creatieve sectoren op EU-niveau en aan culturele samenwerking benadrukt.

De minister van Onderwijs, Cultuur en Wetenschap,

Eppo Bruins

**Ms. Henna Virkkunen,**  
Executive Vice-President for Tech Sovereignty,  
Security and Democracy

**Mr. Glenn Micallef,**  
Commissioner for Intergenerational Fairness,  
Youth, Culture and Sport

**Mr Piotr Serafin,**  
Commissioner for Budget, Anti-fraud,  
Public Administrations  
European Commission  
Brussels, Belgium

Honourable Vice-president Virkkunen,  
Honourable Commissioner Micallef,  
Honourable Commissioner Serafin,

We are writing to you to express our strong support for the ongoing efforts of the European Commission in strengthening the cultural and creative sectors across Europe, and to highlight the crucial role of the **Creative Europe Programme** in safeguarding and promoting Europe's cultural diversity, creativity, artistic freedom and freedom of expression.

The Creative Europe Programme has been, and continues to be, an essential instrument for protecting and promoting cultural diversity, cultural heritage and creativity, and nurturing the audiovisual sector in Europe.

As the only European programme specifically designed to support cooperation and content creation among cultural and creative organisations and professionals, it effectively captures the unique essence of the sector. By providing tools for cross-border cooperation between cultural and creative organisations of all sizes, mobility of cultural professionals, and circulation of high-quality cultural content, the programme significantly contributes to the intrinsic value of culture. Culture plays a vital role in safeguarding our community of values, enriching our common European identity, and enhancing social cohesion, while fostering innovation and competitiveness.

The audiovisual sector in Europe is artistically thriving largely due to cooperation, co-productions, content creation, talent exchange, and networking. In terms of content dissemination, cinemas and festivals are important tools for offering cultural and linguistic diversity to European and international audiences. This carefully balanced ecosystem, developed and sustained by the Creative Europe Programme, creates considerable value for various stakeholders and creative talents across and beyond Europe, as well as economic benefits.

In light of the ongoing digital transformation of the industry and the technological innovations, such as artificial intelligence, that are also addressed by many other EU instruments, **we firmly believe that it is crucial to continue supporting cooperation and content creation in the cultural and creative sectors at the EU level. This support should be visible, inclusive, and sustainable, with creativity and cultural diversity at its core.** The need for such cooperation at the EU level has never been more pressing, especially in the context of ongoing digital transformation and ever-changing world.

It is also important to note that the benefits of such cooperation extend well beyond the cultural and audiovisual sectors, strengthening the resilience of our societies against hostile actors. Culture fosters a sense of belonging and civic engagement among citizens, which is essential for upholding our common democratic values.

In conclusion, to ensure that the sector can continue to adapt and thrive in the rapidly evolving global landscape, we, the undersigned Ministers for Culture, strongly call the European Commission to continue prioritizing cultural diversity and artistic freedom. We reaffirm that the cultural and creative sectors, including the audiovisual industry, require effective and sector-tailored EU incentives. These incentives must be both highly visible and strategically designed to support cultural cooperation and content creation. They should ensure that EU strategies and funding priorities are flexible and responsive to the rapidly evolving needs of the sector as well as digital challenges and technological innovations. Without pre-empting EU budgetary negotiations we would like to stress that only with such targeted measures can we safeguard the sector's long-term resilience, competitiveness and vitality of Europe's cultural and creative ecosystem.

We look forward to continuing our joint efforts and to further strengthening Europe's role in fostering cultural diversity, creativity, and innovation.

**Mr Werner Kogler**  
Federal Minister for Arts,  
Culture, Civil Service and Sport  
Austria

**Ms Caroline Gennez\***  
Flemish Minister for Welfare, Poverty  
Reduction, Culture, and Equal  
Opportunities  
Belgium

*\* Minister Gennez (Flemish Community) is also signing on behalf of her colleagues - minister Elisabeth Degryse (French Community) and minister Gregor Freches (German-speaking Community)*

**Mr Nayden Todorov**  
Minister of Culture  
Bulgaria

**Ms Heidi Purga**  
Minister of Culture  
Estonia

**Ms Nina Obuljen Koržinek**  
Minister of Culture and Media  
Croatia

**Ms Sari Multala**  
Minister of Science and Culture  
Finland

**Dr Vasiliki Kassianidou**  
Deputy Minister of Culture  
Cyprus

**Ms Rachida Dati**  
Ministre de la Culture  
France

**Mr Martin Baxa**  
Minister of Culture  
Czech Republic

**Ms Claudia Roth**  
Minister of State for Culture and the  
Media  
Germany

**Mr Jakob Engel-Schmidt**  
Minister for Culture  
Denmark

**Dr Lina Mendoni**  
Minister of Culture  
Greece

**Mr Balázs Hankó**  
Minister of Culture and Innovation  
Hungary

**Mr Šarūnas Birutis**  
Minister of Culture  
Lithuania

**Ms Catherine Martin**  
Minister of Tourism, Culture, Arts,  
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**Mr Eric Thill**  
Minister for Culture  
Minister Delegate for Tourism  
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**Mr Alessandro Giuli**  
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**Dr Owen Bonnici**  
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Malta

**Ms Agnese Lāce**  
Minister of Culture  
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**Mr Eppo Bruins**  
Minister of Education, Culture and  
Science  
The Netherlands

**Ms Hanna Wróblewska\***  
Minister of Culture and National  
Heritage  
Poland

**Dr Asta Vrečko**  
Minister of Culture  
Slovenia

*\*Signed on 17 December 2024*

**Ms Dalila Rodrigues**  
Minister of Culture  
Portugal

**Mr Ernest Urtasun i Domènech**  
Minister of Culture  
Spain

**Ms Raluca Turcan**  
Minister of Culture  
Romania

**Ms Parisa Liljestrand**  
Minister for Culture  
Sweden

**Ms Martina Šimkovičová**  
Minister of Culture  
Slovakia