

Hamburg, 17. Juli 2025

EU-Budget 2028-2034: Kommission schlägt neues Programm „AgoraEU“ für Kultur, Medien und Zivilgesellschaft vor

Am 16. Juli 2025 präsentierte die EU-Kommission einen neuen Programmvorschlag. AgoraEU soll drei Bereiche abdecken, die für die Stärkung der europäischen Bürger:innen sowie für den Aufbau widerstandsfähigerer Gesellschaften von zentraler Bedeutung sind: Creative Europe Culture, MEDIA+ und „Citizens, Equality, Rights and Values“, kurz CERV+. Geplant ist eine Ausstattung von 9 Milliarden Euro.

Die Hauptziele:

- Mehr Unterstützung für kulturelles Schaffen und grenzüberschreitende Zusammenarbeit und Zugang zum kulturellen Erbe für junge Menschen
- Besserer Zugang zu audiovisuellen Inhalten für die Bürger:innen
- Freier und unabhängiger Journalismus und Nachrichtenmedien
- Schutz und Förderung der Grundrechte
- Die Unterstützung der demokratischen Teilhabe und der Rechtsstaatlichkeit

Die nächsten Schritte:

Die Entscheidung über den künftigen langfristigen Haushalt der EU wird von den Mitgliedstaaten im Rat erörtert. Der Rat beschließt einstimmig, wobei die Zustimmung des Europäischen Parlaments für den so genannten Mehrjährigen Finanzrahmen (MFR) und gegebenenfalls die Ratifizierung durch die nationalen Parlamente für die Einnahmen erforderlich ist. Die Kommission ist bestrebt, eine rasche Einigung zu unterstützen.

Quelle und weitere Informationen: [Europäische Kommission](#)

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Creative Europe ist das Förderprogramm der Europäischen Kommission für die audiovisuelle Branche sowie den Kultur- und Kreativsektor. Informationen zu Creative Europe geben die fünf deutschen Creative Europe Desks: Über das Teilprogramm MEDIA informieren Büros in Berlin/Potsdam, Düsseldorf, Hamburg und München. Zum Teilprogramm KULTUR berät das Büro in Bonn.

Datenschutzerklärung

**Creative
Europe** | Desks
Deutschland
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Co-funded by
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EUROPE'S BUDGET

Education, Culture, Media and Union values

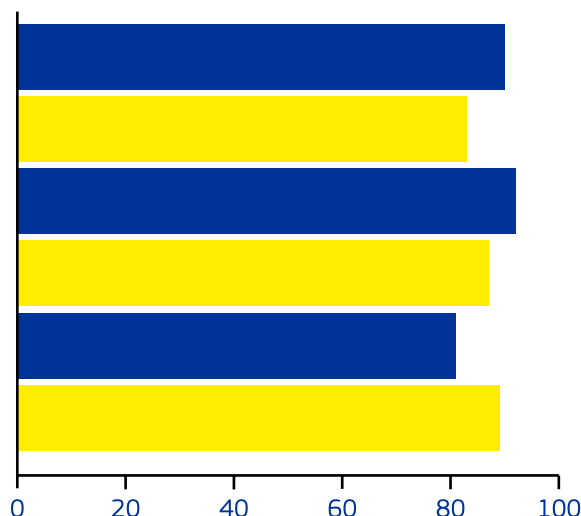
JULY 2025

By supporting learning, cultural exchange, audiovisual works, free media, and promoting democratic values and fundamental rights, the EU helps people gain skills, connect across borders and better understand one another, encouraging civic and democratic engagement. These investments strengthen communities, contribute to social cohesion, reduce inequality, and empower EU citizens. They make Europe a space where ideas and democracy thrive.

Why is this a priority?

Because education, culture, media and our fundamental rights shape the kind of Europe people live in: open, skilled, connected. Citizens expect the EU to support learning, creativity, rights, access to diverse media content, public debate, and democratic life across borders. This is what makes Europe a Union of values.

- 90%** of Erasmus+ participants declared an increased European sense of belonging
- 83%** of Erasmus+ participants confirm improved competences useful for their current studies or work
- 92%** of Europeans say that support to media independence and pluralism, and fighting disinformation is an important policy priority¹
- 87%** of Europeans agree that "Culture and cultural exchange should have a very important place in the EU"²
- 81%** of Europeans believe that support to the viability and resilience of the audiovisual and media industries is an important policy priority³
- 89%** of Europeans believe that it is important for all EU Member States to respect the EU's core values⁴



1 Open Public Consultation, May 2025

2 Eurobarometer 562 on Culture, May 2025

3 Open Public Consultation, May 2025

4 Eurobarometer 553 on the Rule of Law, July 2024

What is the Commission proposing?

A reinforced Erasmus+

-  Single-entry point to EU opportunities for young people
-  More inclusive
-  Boosting the European Solidarity Corps
-  More responsive for our sustainable economy needs
-  More supportive for EU enlargement and cooperation across the globe
-  Simpler
-  Facilitating youth exchanges
-  Promoting sport actions

A new programme to support Culture, Media and Union values

The new **AgoraEU** programme will:

-  Promote cultural and linguistic diversity and cultural heritage
-  Protect artistic and media freedom, support the diversity & competitiveness of the audiovisual sector
-  Fosters a free and diverse information space, where all voices have a right to be heard
-  Protect and promote equality, citizenship, rights and values
-  Support civil society, democratic participation and the rule of law

What does it mean in financial terms?

ERASMUS+:

Increased budget to

€41 bn

for 2028-2034

AgoraEU :

€9 bn

to bring together support to culture, media and civil society, ensuring simpler access for beneficiaries through common rules and funding arrangements.

How will the budget make a difference in this area?

ERASMUS:

- More people will be able to study, train and volunteer abroad to develop the skills and competences to thrive in society
- Better access for learners from all backgrounds, including those with fewer opportunities
- Schools, vocational education and training providers, universities and organisations to be stronger together across Europe and beyond
- More opportunities to attract and retain talent in Europe

AgoraEU:

- More support for cultural creation, cross-border cooperation and access to cultural heritage for young people
- Better access to audiovisual content for citizens, including video games
- Free and independent journalism and news media
- The protection and promotion of fundamental rights
- Dedicated actions to prevent and fight against gender-based violence, violence against children and other groups at risk of such violence.
- The support to democratic participation and the rule of law