

NAME PLACE FUND

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

You can post several things on social media (e.g. LinkedIn, Instagram).

The timeline for posting is 11-22 May 2026: the earlier the better!

1. Your story about Horizon Europe.

If you were ever involved in a Horizon Europe project, we want to hear your story! [If you do not have a story to tell, we recommend moving on to [point 2.](#) of this section.] Our goal is to shine a light on the stories behind the projects funded by Horizon, showcasing how each one goes far beyond work packages, deliverables and KPIs. **Make sure to tag all the policymakers we are targeting (list [here](#)), as this will help showcase the diversity and breadth of artistic research.**

As for the visuals, feel free to use your own images related to the project. Alternatively, you can use the campaign's #NamePlaceFund carousel or other visuals featuring the main campaign messages, which you can access [here](#). For LinkedIn posts, the carousel should be attached as a PDF file.

Please also include the hashtag #NamePlaceFund in your post.

Here is a template:

I'm [name], a [profession] in [city]. I do [one line description of the work].

[...] insert your Horizon story – recommendations below

That is research. It makes a difference for Europe, and it belongs in its research programme.

Europe is about to decide its next long-term budget, where funding for culture is structurally absent from two major programmes: Horizon Europe and the European Competitiveness Fund. Therefore, I am asking the European Commission, European Parliament and Council of the EU for three things:

- **NAME:** Put culture in the title of a Horizon Europe window: 'Culture and Global Societal Challenges'. Put creativity in the title of a Competitiveness Fund policy window.
- **PLACE:** Give culture and creativity dedicated structural components in both programmes. Dedicated components = dedicated budget lines, work programmes, calls. A horizontal



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

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

#NamePlaceFund

TAG: Ekaterina Zaharieva, Stéphane Séjourné, Marc Lemaître, Kerstin Jorna, Christian Ehler, Dan Nica, Yvan Verougstraete, Benedetta Scuderi, Marc Botenga, Lina Gálvez, Ivars Ijabs, Ville Niinistö, Nikos Pappas, Rene Repasi, Eszter Lakos, Katri Kulmuni, Permanent Representation of Cyprus to the EU, Permanent Representation of Ireland to the EU, Permanent Representation of Lithuania to the EU, Permanent Representation of Greece to the EU

See the list of tags [here](#).

Image related to the project or [#NamePlaceFund carousel](#)

We recommend the following steps for writing your Horizon story:

- Identify one moment or experience from a Horizon project that has stayed with you. Perhaps a first-hand experience, a memorable collaboration or partnership, or a creative interaction you witnessed that lingers in your mind.
- Start with a concrete scene, not with the name of the project.
- Keep the first paragraph short enough that someone will read the second.
- Choose one object, place, voice or moment that stayed with you.
- Show what the artists and cultural professionals actually did in the research room, rehearsal space, archive, street, school, museum or community setting. Describe what you did with your hands, voice, instrument or tool.
- Explain the research question in plain language: ‘We wanted to understand why...’ or ‘We were trying to find out what happens when...’.
- Avoid buzzwords like ‘innovative methodology’, ‘new models’, ‘sustainable frameworks’, ‘raise awareness,’ etc.
- Avoid ornamental numbers. One memorable detail is stronger than ‘500 participants across 12 countries.’
- Show how artistic practice produced knowledge.
- You can include one moment of friction, doubt, correction or surprise.
- Reflect on what made that moment special. Why do you still remember it months or years later? Why does it come to mind now?
- Let a person in the story speak, quote them.
- Write as if explaining the project to an intelligent friend who has never heard of Horizon Europe. Could someone outside your research bubble understand it? That should be the goal.

When combined, feel free to share your post on social media!

Timeline for posting: 12-22 May 2026, the earlier the better!

For inspiration, we invite you to read articles about Horizon projects in *Horizon – The EU Research and Innovation Magazine*. Notice how they often start with a vivid scene or concrete action that illustrates the project, before moving on to the main takeaways, tangible impact, and personal reflections.

- [From masterpieces to makeup: eco-friendly art conservation gentle enough for human skin](#)
- [Beyond museum walls: games that let you step into history](#)
- [On with the show: AI and virtual reality step in to transform live performance](#)

2. General Endorsement post

If you don't have a story to share, you can still spread the word online through endorsing our campaign.

Feel free to:

- use the example post shared below (aimed at LinkedIn) as a source of inspiration;
- use the [visuals and carousel](#) associated with the Name, Place, Fund campaign;
- use the hashtag #NamePlaceFund;
- tag the decision-makers listed in the [table](#) on social media.
- add the campaign [banner](#) to your email signature.

If you use the example post below as a template, we recommend personalising it to your organisation in terms of name, language and style: pay particular attention to adapting the parts highlighted in yellow!

As for the visuals, feel free to use the campaign's #NamePlaceFund carousel or other visuals featuring the main campaign messages, which you can access [here](#). For LinkedIn posts, the carousel should be attached as a PDF file.

Please also include the hashtag #NamePlaceFund in your post.

The timeline for posting is 11-22 May 2026: the earlier the better!

Example Post (LinkedIn)

⚠ The future of EU cultural and artistic research is at risk. That's why **[your organisation]** support the #NamePlaceFund campaign, calling on the EU institutions to secure EU funding for culture.

Negotiations on the next long-term EU budget (#MFF) are ongoing and one of the largest envelopes, covering research, innovation and competitiveness, is worth €409 billion. This includes Horizon Europe and the European Competitiveness Fund... and almost completely ignores culture.

✘ A dedicated component for culture in the European Competitiveness Fund? Nope.

✘ A continuation of Cluster 2 for culture in Horizon Europe? Gone.

The cultural sector deserves and needs better. That's why we're endorsing the #NamePlaceFund campaign, which calls on the European Commission, European Parliament, and the Council, for three things:

- **NAME:** Put culture in the title of a Horizon Europe window: ‘Culture and Global Societal Challenges’. Put creativity in the title of a Competitiveness Fund policy window.
- **PLACE:** Give culture and creativity dedicated structural components in both programmes. This means dedicated budget lines, work programmes, and calls for culture. A horizontal principle is not enough, nor is a line inside someone else's policy window. Culture deserves a home of its own.
- **FUND:** €5 billion for culture and artistic research in Horizon Europe. €3 billion for culture and creative industries in the European Competitiveness Fund.

#NamePlaceFund

TAG: Ekaterina Zaharieva, Stéphane Séjourné, Marc Lemaître, Kerstin Jorna, Christian Ehler, Dan Nica, Yvan Verougstraete, Benedetta Scuderi, Marc Botenga, Lina Gálvez, Ivars Ijabs, Ville Niinistö, Nikos Pappas, Rene Repasi, Eszter Lakos, Katri Kulmuni, Permanent Representation of Cyprus to the EU, Permanent Representation of Ireland to the EU, Permanent Representation of Lithuania to the EU, Permanent Representation of Greece to the EU

See the list of tags [here](#).

Attach the [#NamePlaceFund carousel](#)

THE LIST: DECISION-MAKERS TO TAG

The list does not contain information about MEPs from the far-right political parties.

Name	Role	LinkedIn	Instagram
Ekaterina Zaharieva	European Commissioner for Startups, Research and Innovation, political leadership over the Horizon Europe programme	https://www.linkedin.com/in/ekaterina-zaharieva/	ekaterina_zaharieva
Stéphane Séjourné	Executive Vice-President of the European Commission for Prosperity and Industrial Strategy, political leadership over the European Competitiveness Fund	https://www.linkedin.com/in/st%C3%A9phane-s%C3%A9journ%C3%A9-b3190848/	stephane_sejourne
Marc Lemaître	Director-General for Research and Innovation (DG RTD), European Commission, responsible for Horizon Europe	-	-
Kerstin Jorna	Director-General for the Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs (DG GROW), European Commission, responsible for the European Competitiveness Fund	https://www.linkedin.com/in/kerstin-jorna-12117328a/	-
Christian Ehler	MEP EPP DE, rapporteur for Horizon Europe & the European Competitiveness Fund	https://www.linkedin.com/in/christian-ehler-193262340/	christian_ehler
Dan Nica	MEP S&D RO, rapporteur for the European Competitiveness Fund	https://www.linkedin.com/in/dan-nica-0b95642a9/	dannicaoficial
Yvan Verougstraete	MEP Renew BE, shadow rapporteur for the European Competitiveness Fund	https://www.linkedin.com/in/yvan-verougstraete/	yvanverougstraete
Benedetta Scuderi	MEP Greens IT, shadow rapporteur for the European Competitiveness Fund	https://www.linkedin.com/in/benedetta-scuderi/	benni.scuderi
Marc Botenga	MEP Left BE, shadow rapporteur for the European Competitiveness Fund	-	marcbotenga
Lina Gálvez	MEP S&D ES, shadow rapporteur for Horizon Europe	-	linagalvezm
Ivars Ijabs	MEP Renew LV, shadow rapporteur for Horizon Europe	https://www.linkedin.com/in/ivars-ijabs-473a2a177/	ivarsijabs
Ville Niinistö	MEP Greens FI, shadow rapporteur for Horizon Europe	https://www.linkedin.com/in/ville-niinisto/	villeniinisto
Nikos Pappas	MEP Left EL, shadow rapporteur for Horizon Europe	-	3pfamilia
Rene Repasi	MEP S&D DE, rapporteur for Horizon Europe (Specific Programme)	https://www.linkedin.com/in/rene-repasi/	rene.repasi
Eszter Lakos	MEP EPP HU, shadow rapporteur for Horizon Europe (Specific Programme)	https://www.linkedin.com/in/eszter-lakos-6a454910/	lakos_eszter
Katri Kulmuni	MEP Renew FI, shadow rapporteur for Horizon Europe (Specific Programme)	-	katrikulmuni

#NamePlaceFund CAMPAIGN INFOPACK



Permanent Representation of Cyprus to the EU	Current Council Presidency, January-June 2026. Chairs Council work during the phase when partial general approaches on Horizon Europe and the European Competitiveness Fund are being prepared. Relevant for the Council compromise texts before the Irish Presidency takes over.	https://www.linkedin.com/company/permanent-representation-of-cyprus-to-the-european-union/ https://www.linkedin.com/company/cy2026eu/	Presidency: cy2026eu.sec
Permanent Representation of Ireland to the EU	Incoming Council Presidency, July-December 2026. Likely to chair Council work during the key phase after EP committee/plenary votes, and potentially during the opening of trilogues on Horizon Europe and the European Competitiveness Fund.	https://www.linkedin.com/company/perm-rep-ireland-eu/	irelandineu
Permanent Representation of Lithuania to the EU	Upcoming Council Presidency, January-June 2027. Relevant if trilogues, final compromises or adoption of Horizon Europe and ECF continue into 2027.	https://www.linkedin.com/company/lt-perm-rep-eu/	lietuva_es
Permanent Representation of Greece to the EU	Upcoming Council Presidency, July-December 2027. Relevant for possible late-stage adoption, technical follow-up and preparation for 2028 entry into force.	https://www.linkedin.com/company/permanent-representation-of-greece-to-the-european-union-%CE%B7-%CE%B5%CE%BB%CE%BB%CE%AC%CE%B4%CE%B1-%CF%83%CF%84%CE%B9%CF%82-%CE%B2%CF%81%CF%85%CE%BE%CE%AD%CE%BB%CE%BB%CE%B5%CF%82/	greeceineu

ABOUT THE CAMPAIGN PROMOTERS

About the Artistic Research Alliance

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

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

Read more about [who we are](#).

About Michael Culture Association

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

