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What is AgoraEU?

In 2025, the EU Commission proposed the AgoraEU programme for culture, media and civil society. Planned for the term 2028-2034, it aims to cover policy areas that are key to empowering European citizens and building stronger and more resilient societies. The new programme is set to replace the current Creative Europe framework as part of the upcoming Multiannual Financial Framework (MFF), that is the EU Budget for the next seven years.

Whereas Creative Europe had separate strands for culture and media, AgoraEU aims to unify culture, media, and EU values within a single structure comprising dedicated elements such as Creative Europe Culture, MEDIA+, and CERV+ (Citizens, Equality, Rights and Values). Supporters of the programme highlight its expanded initial indicative budget and strengthened synergies across sectors. However, representatives from across the European film industry emphasise the importance of providing consistent, targeted and transparent support for independent cinema and cultural diversity.

Call to Action

AgoraEU is currently a legislative proposal undergoing formal European policy procedures and has not yet been enacted into final law. Additionally, the MFF, which will define the hard numbers that will show the extent to which AgoraEU will be a viable tool for organizations across the EU, is currently under negotiation in the EU Institutions.

As the regulatory framework and its financial constraints are still being drafted and debated, this is a crucial time to advocate for adequate funding and for children's cinema. Therefore, Kids Regio and the European Children's Film Association (ECFA) are calling on film professionals, children's cinema organisations, production funds, distributors and cultural institutions across Europe to join forces and to actively get involved in the legislative and monetary negotiation process.

Our immediate priority: Defend the AgoraEU budget. The European Commission initially proposed approximately €8.58 billion for AgoraEU for 2028-2034. The October 2026 MFF

negotiating proposal would reduce this to approximately €6 billion – a cut of around 30%. This is not an agreed budget, and there is still time to influence the negotiations before the Special European Council meeting on November 26-27. We therefore urge our members to contact their national governments and call for the protection of adequate funding for AgoraEU, including its MEDIA+ component.

Our parallel objective: Secure recognition of children's audiovisual culture in the new AgoraEU programme. As the AgoraEU regulation is being negotiated, we must also ensure that children's cinema and film education are explicitly recognised and appropriately supported within the future programme. Children are not just future audiences; they are citizens, rights holders and cultural participants today. Their initial exposure to European narratives influences their perception of diversity, language, democracy, and belonging. If the unique ecosystem of European children's cinema is not explicitly recognised as part of Europe's core cultural infrastructure in the AgoraEU legislative text, there is a serious risk that young audiences will be underserved by future funding schemes.

How to Get Involved: What can you do now?

Our first request is simple: **contact your national government now** and ask it to oppose the proposed reduction in AgoraEU funding during the ongoing MFF negotiations.

You do not need to be an expert in EU policymaking. A short email to the relevant ministry or government representative, explaining why European cultural funding matters to your organisation and the children you work with, can contribute to our collective effort.

You can use our [e-mail template](#) to contact your national government about the MFF negotiations. A [second template](#) is provided for advocacy concerning the AgoraEU Regulation and the recognition of children's cinema and film education. You can also refer to the joint [ECFA-Kids Regio letter](#) for further arguments.

Understanding EU Decision-Making Structures & Timeline for Advocacy: Two Different Processes

The future of AgoraEU is being shaped through two related but distinct EU decision-making processes:

1. The EU's long-term budget (MFF 2028-2034) – our immediate priority

The European Commission proposes the overall budget, while national governments negotiate the financial framework through the Council and the European Council. The MFF Regulation requires unanimous approval by the Council, after obtaining the consent of the European Parliament.

This makes national governments particularly important advocacy targets at the current stage. ECFA members should ask their governments to oppose the proposed reduction in AgoraEU funding and defend an adequate budget for European culture and audiovisual programmes.

2. The AgoraEU Regulation – our parallel legislative priority

The AgoraEU Regulation follows the ordinary legislative procedure. The European Parliament and the Council act as co-legislators, negotiating the programme's objectives, priorities and rules on the basis of the Commission's proposal.

Where Are We Now? Key Dates and Advocacy Opportunities

In order to advocate effectively, it is essential to understand how an EU regulation moves through the legislative pipeline, who holds voting authority at each stage and when your advocacy efforts will have the greatest impact.

1. MFF 2028–2034 – Immediate budget negotiations

- **10 October 2026:** The Irish Council Presidency presented a revised MFF negotiating box, proposing a reduction in the AgoraEU budget from approximately €8.58 billion to €6 billion. These figures are proposals, not agreed allocations.
- **15–16 October 2026:** EU leaders discussed the MFF without reaching an agreement and asked European Council President António Costa to take negotiations forward.
- **26–27 November 2026:** A special European Council meeting will discuss a new negotiating box to be presented by António Costa.
- **December 2026:** EU leaders aim to reach a political agreement. The regular European Council is scheduled for 17–18 December. A political agreement would not yet constitute final legal adoption.
- **2027:** Formal adoption of the MFF and related legislation is envisaged, subject to completion of the required procedures.

What members can do now: Contact national governments ahead of the November negotiations and ask them to defend adequate funding for AgoraEU. This is our most urgent advocacy opportunity.

2. AgoraEU Regulation – Parallel legislative negotiations

- **16 July 2025:** The European Commission published its legislative proposal.
- **12 May 2026:** The Council adopted a partial negotiating position, excluding budgetary provisions and other matters linked to the MFF negotiations.
- **May–June 2026:** The European Parliament's CULT and LIBE committees examined the draft report and received extensive amendments, numbered up to 1544.
- **October 2026:** The parliamentary procedure is still awaiting a committee decision. The amendments have not yet resulted in an adopted parliamentary position.
- **23 November 2026:** An indicative date for the Parliament's first reading, not a confirmed vote.
- **Next stages:** Committee decisions, adoption of Parliament's position, interinstitutional negotiations and formal legislative approval. Exact dates remain subject to confirmation.

What members can do: Contact relevant MEPs and national culture ministries to support explicit recognition of children's cinema and film education in the future regulation.

Status: 23 October 2026. Dates and negotiating positions may change. Please consult the official EU sources for updates.

Find out more about the [EU's law making process](#) and the [legislative schedule of AgoraEU](#).

Engagement with Policymakers and National Representatives

- **National governments and ministries – immediate MFF priority:** Contact the ministries responsible for finance, European affairs and culture. Ask them to defend adequate funding for AgoraEU in the ongoing MFF negotiations.
- **Members of the European Parliament – AgoraEU legislation:** Contact [MEPs](#) from your country, particularly members of the [CULT](#) and [LIBE](#) committees. Ask them to support explicit recognition of children's cinema and film education in the AgoraEU Regulation.
- **Local and regional politicians and film funds:** Encourage them to endorse joint statements and communicate the importance of European cultural funding to national decision-makers.
- **Creative Europe Desks:** Consult your [national desk](#) for information about the programme and relevant policy developments.

Position Papers, Open Letters & Social Media Statements

Use your Social Media channels for sharing and reposting material circulated by the ECFA, Kids Regio, Culture Action Europe and other organizations who are currently active. Make your own posts in your own language, in order to let the world know what is currently happening and what is at stake.

- https://www.instagram.com/ecfa_eu
- <https://www.facebook.com/EcfaEuropeanChildrensFilmAssociation>
- <https://www.instagram.com/kids.regio/>
- <https://www.facebook.com/kidsregio>
- <https://www.linkedin.com/company/kids-regio/?originalSubdomain=de>

Join Forces

We suggest forming or joining already existing coalitions for higher impact. Become a member of or work alongside national and European associations, film funds, regional media boards and educators to issue joint declarations that support children's audiovisual rights.

Templates & Text Modules

Use our e-mail templates and key arguments for children's film and policy requests. You can find them [here](#).