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campaign launched

we are more

wearemore.eu

act for culture
in europe

On October 7 **Culture Action Europe** - the umbrella advocacy organisation for the arts and culture in Europe - launched the large-scale campaign **we are more**. As well as mobilising Culture Action Europe's membership that covers over 100 members and 50.000 arts and culture players across Europe, **the campaign seeks to mobilise everyone who cares about culture in Europe.**

The we are more campaign, that will run until 2013, calls on European decision-makers to strengthen the recognition of the role of arts and culture in the development of European societies, by explicitly supporting culture in the upcoming EU political negotiations on the 2014-2020 budget.

The campaign objectives focus on improving the quality and quantity of support that the sector receives from 2 key EU policies (the Culture Programme and the EU cohesion policy). The aim is thus to increase support for cultural activities that will affect all European inhabitants and stimulate their participation in and enjoyment of the arts in the next ten years, whether at local, regional, national or European level.

The name **we are more** sends a positive message that communicates the multiple ways in which individuals, communities and arts organisations do more and contribute more than is superficially apparent. - "We believe that it is necessary to go beyond the hesitation and fear stemming from the current crisis, and to re-imagine public investment to contribute to developing human, cultural

and social capital - Europe's most precious assets", says Culture Action Europe's President Mrs Mercedes Giovinazzo.

On October 8, the launch of **we are more** was followed by Culture Action Europe's biennial conference '**The Time is Now!**'. Centred around the campaign rationale and objectives, the conference conversations aimed to inspire, argue and debate what choices we make now, and how they will alter the landscape of future EU policies for culture. More than 350 participants from all over Europe registered for this year's conference hosted by the **KVS**.

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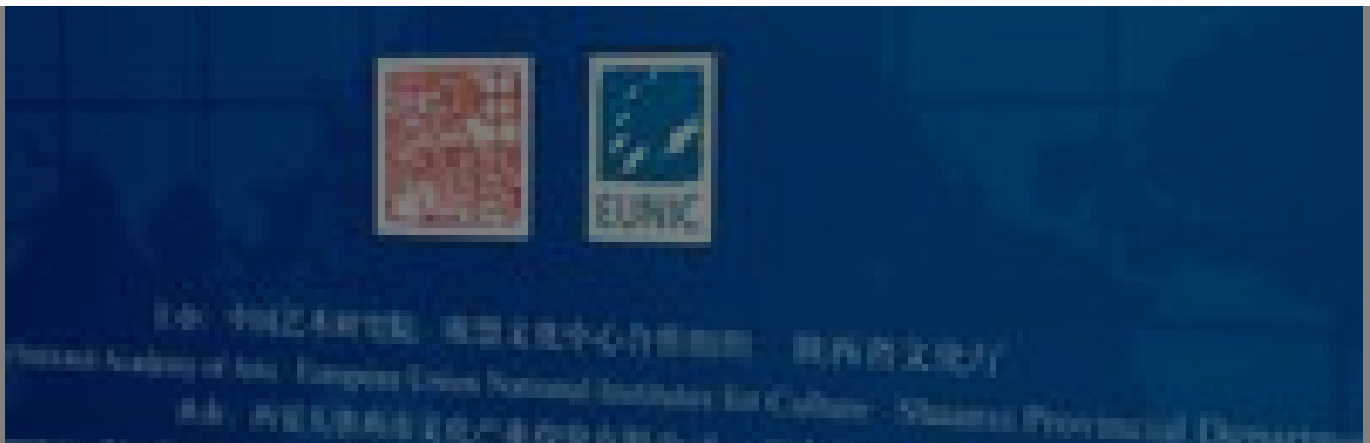
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