

Press- information



On the occasion of UNESCO World Intellectual Property Day on April 26, 2025

Appeal to the EU Commission: Europe's cultural and creative industries demand: Protect European values and works

Open letter to EU Commissioner Virkkunen makes concrete demands for the protection of Europe's works and values / Petition against exploitation by AI / Transparency, remuneration and law enforcement should become the focus of the EU Commission

In an open letter to Henna Virkkunen, Executive Vice-President of the EU Commission for Technological Sovereignty, Security and Democracy, *Creators for Europe United* call for stronger protection of European values and the works of creative professionals.

The signatories call for a fair and legally compliant framework for the use of AI - not against progress, but in the interests of progress. Europe's creative soul must not be allowed to degenerate into a mere resource. The EU Commission must immediately create regulatory guard rails that prevent millions of creative works from being used for artificial intelligence training and other purposes without the consent and fair remuneration of authors, performers and rights holders.

Artificial intelligence needs content from creators in order to function at all. But at the moment, it is mainly the developers of the models who are benefiting, while the authors and rights holders have effectively been expropriated. "AI can be a driver of progress - but only if it is built on a legally and ethically sound foundation. If Europe loses its creatives, it will not only lose its cultural identity, but also one of its strongest economic sectors. To sacrifice this potential is to put the future of Europe at risk," reads the open letter from the Creators for Europe United initiative to Virkkunen.

These are the demands of the European creative industry

In their letter to the Executive Vice-President of the EU Commission, the creative industry names concrete measures to stop the ongoing abuse of their works:

1. **full transparency** about all works, performances and performances that have been and will be used for training generative AI models and other purposes.
2. **fair remuneration** for the use of their content
3. **consistent enforcement** of existing copyright laws - including against global tech companies
4. **inclusion** of the cultural, creative and media industries in all regulatory processes for AI governance.

The open letter from *Creators for Europe United* can be signed [here](#).

About Creators for Europe United

Creators for Europe United is committed to bringing the perspectives of the creative industries into the political decision-making process. The initiative brings together stakeholders from literature, music, film, design, press, architecture and other areas of the cultural and media industries.

Berlin/Frankfurt am Main, April 25, 2025

Contact for the media:

Börsenverein des Deutschen Buchhandels e.V.

Thomas Koch, Head of Press and Public Relations

Phone +49 (0) 69 1306-293, e-mail: t.koch@boev.de

Anna Härle, PR Manager Political Communication

Phone +49 (0) 69 1306-298, e-mail: haerle@boev.de