

*Dear prime minister and ministers,*

*Soon you will be deciding how to divide more than 180 billion CZK from National recovery fund. You are directly affecting how the future of the Czech Republic will look like.*

*As representatives of the cultural and creative sector, we ask you to approve the suggested sum of 8,233 billion CZK proposed by the Ministry of Culture of the Czech Republic.*

*Do not repeat the mistake of many previous governments that ignored the importance of culture and have financially starved it. Culture has not been getting repeatedly its promised 1 % from the state budget. Because of that, it has lost 150 billion since 2006. It was not part of the react EU package at all and has just slightly touched the structural funds.*

*By supporting complex funding of this perspective sector, you help to build strong creative and cultural Czechia. Collaboration between commercial cultural and creative industries and non-profit cultural organisations is vital. The movie, advertising, and gaming industry cannot survive without its artists – actors, visual artists, and musicians.*

*Supporting this convoluted ecosystem leads to a prosperous functioning sector that brings innovations and evolves freely.*

*The money spent now will be back within your citizens multiple times.*

*This is a good investment from an economic point of view. The cultural and creative sector generates 5,3 % HDP in the EU. That's multiple times more than the money spent on this sector. The positions, products, and services it creates have high value-added. The sector lures tourists and investors from abroad and thus supports regional development in regions strongly.*

*The international image of the Czech Republic is at stake. Moviemakers, designers, musicians, visual artists, writers, and many creators in other fields have helped to attract the world's eyes towards our country. That has a positive economic impact too.*

*But most important of all, the investment mirrors the quality of life. Culture and creativity are core values that modern democracy stands on. It's a source of information, and engine of digitization, and a sustainability ambassador. These are the main goals of the national recovery plan. They augment our level of competitiveness by increasing the general standard of education. And as Václav Havel would say: they cultivate the world and human relations.*

*It is crucial and beneficial to support culture and creative industries because of all this. It is especially vital because the sector has been hit by the pandemic the most and is losing billions every month due to strict measures used against the spreading of the virus.*

*This is your unique opportunity to fuel this long-ignored sector in the Czech Republic.*

*Choose to be decisive and support the Ministry of Culture's proposal. Invest more than 8 billion crowns in culture and creativity. It is worth it.*