



Kyiv, March 22, 2023

## "Together, we preserve. Together, we create": a new communication campaign on the EU's support for Ukrainian culture and art in wartime was launched

Ukrainian history and culture have always been a part of European cultural identity and diversity. Since the beginning of the full-scale military aggression of the Russian Federation, Ukrainian cultural sites and monuments have been destroyed and looted by the occupiers. Hundreds of Ukrainian artists have joined the Armed Forces of Ukraine. Many people do their best to protect and preserve Ukraine's cultural heritage and create new artworks and enabling environment for its development. At this time, when Ukraine and its partners focus all their resources on victory, the European Union supports Ukraine and Ukrainians in their unwavering commitment to preserving cultural heritage and cultural diversity and helps Ukrainian artists to realize their creative potential.

On March 21, 2023, the EU Delegation to Ukraine launched a **campaign focusing on two main areas under the general slogan "Together, We Are Europe" #TogetherWeAreEurope** to help Ukrainians learn more about the EU's support for Ukrainian culture and art in wartime.

The first strand of the new campaign – **"Together, We Preserve" #TogetherWePreserve** – relates to the preservation of Ukraine's unique tangible cultural heritage, such as architecture, museums, monuments, ancient churches, collections, archives, etc. and intangible assets, i.e. traditions, folklore, and cultural memory.

The second strand – **"Together, We Create" #TogetherWeCreate** – is dedicated to the EU's support for Ukrainian artists, cultural workers and creative industries. Thanks to grants, scholarships, mobility programs, and residencies, they can continue their professional activities, improve their skills, gain new experience, look for partners, and create contemporary Ukrainian culture.

*"In this war, an entire culture is at stake. It is being looted and destroyed. Russia wants Ukrainian culture to stop existing. But this will not happen. Ukrainians are fighting for their culture, they are preserving it, and they keep creating. And we are with them. The EU helps Ukraine save its cultural heritage and supports its artists. Ukraine will exit this war victorious and its culture will continue being an essential part of the European family",* - said **Ambassador Matti Maasikas, Head of the EU Delegation to Ukraine**, at the press conference.

The nationwide communication campaign will include informational, educational, cultural, and art events with various interactive elements, online and offline.

Yesterday, on World Poetry Day, the campaign was launched with an online flash mob #TogetherWeCreate, with the participation of Maria Gabriel, EU Commissioner for Innovation, Research, Culture, Education and Youth. Together with high-ranking EU officials and Ukrainian artists, she recites the poem *You Know You're a Human* by Vasyl Symonenko, one of the most influential Ukrainian dissident poets of the 1960s, who was killed by the Soviet regime.

We encourage everyone to join the flash mob:

- choose your favorite poem by a Ukrainian poet or poetess;
- recite it and make a short video;
- post the video on social media with the hashtag #TogetherWeCreate and tag at least three friends.



THE PROJECT IS FUNDED BY THE EUROPEAN UNION

### Delegation of the European Union to Ukraine

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The European Union is made up of 27 Member States who have decided to gradually link together their know-how, resources and destinies. Together, during a period of enlargement of 50 years, they have built a zone of stability, democracy and sustainable development whilst maintaining cultural diversity, tolerance and individual freedoms. The European Union is committed to sharing its achievements and its values with countries and peoples beyond its borders.



# ← PRESS RELEASE

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To learn more about the events within the communication campaign, follow the EU Delegation to Ukraine on [Facebook](#), [Instagram](#) and [Twitter](#).

**More information:**

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