

(English version)

**Question for written answer E-001798/25
to the Commission
Lefteris Nikolaou-Alavanos (NI)
(2 May 2025)**

Subject: Escalation in commercialisation of cultural heritage sites

The imposition of a fine on the ticket management company at the Colosseum for fabricating shortages in order to resell tickets at higher prices constitutes the tip of the iceberg of the commercialisation of culture in the EU. Such practices are direct consequences of the long-standing direction of the EU and governments — including New Democracy in Greece — whose latest development is called the ‘European agenda for culture’.

In Greece, by the same token, priority for visiting the Acropolis area is given to groups of tourists from large tourist agencies and cruise ships, who — as is well known — visit the Acropolis early in the morning, while school students, who have free entry and do not generate profits, are excluded during these hours.

At the same time, the Government has awarded, under a contract worth EUR 11 million, the management of tickets for the archaeological sites of Knossos, Ancient Olympia and Epidaurus to private individuals for the next two years. Emblematic archaeological sites, such as the Acropolis, the Temple of Poseidon at Sounion and others, are being given over for advertising campaigns, fashion shows and other lifestyle events.

What is the Commission’s position on the fact that the ‘European Agenda for Culture’ and, more generally, the policy of the EU and governments, by promoting so-called ‘participatory financing’ and public-private partnerships, are turning culture into a profitable and competitive field for business groups and into an extremely expensive and inaccessible ‘commodity’ for the people?

Submitted: 2.5.2025

**Answer given by Mr Micallef on behalf of the European Commission
(8 July 2025)**

The European Commission supports the accessibility for all cultural heritage and will work to improve access to cultural heritage, with a special focus on young people. One of the first steps will be to develop a Culture Compass which will improve the strategic framework for culture at the EU level.

The New European Agenda for Culture, adopted by the Commission in 2018 ⁽¹⁾, provides the framework for cooperation on culture at the EU level. It highlights the positive contribution of culture to European society and social cohesion, as well as to the economy and international relations.

The Commission supports the preservation of cultural heritage in Europe through its funding programmes and dedicated actions such as the European Heritage Awards, the European Heritage Days and the European Heritage Label.

Under Article 167 of the Treaty on the Functioning of the European Union, the EU’s role is limited to encourage cooperation and to support and supplement Member States’ actions in the field of culture and cultural heritage.

The Commission has no say in the management of, or access to, cultural heritage sites in the Member States.

⁽¹⁾ <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:52018DC0267>.