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*Plenary sitting*

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**B8-0412/2016**

8.3.2016

# **MOTION FOR A RESOLUTION**

pursuant to Rule 133 of the Rules of Procedure

on the definition and promotion of forms of ‘advertising sponsorship’ for  
restoration work on minor European cultural and artistic heritage

**Gianluca Buonanno**

**Motion for a European Parliament resolution on the definition and promotion of forms of ‘advertising sponsorship’ for restoration works on minor European cultural and artistic heritage**

*The European Parliament,*

- having regard to Rule 133 of its Rules of Procedure,
- A. whereas for those who work in the cultural sector, EU funds are valuable sources of financing for supporting and carrying out cultural and artistic projects;
- B. whereas European cultural heritage is incredibly vast and widespread;
- C. whereas the conservation of the most widely known and visible forms of heritage is funded by government and institutional patronage, whilst minor cultural and artistic heritage are at risk of deteriorating and being destroyed owing to a chronic lack of funding;
- D. whereas in specific cases, private companies have trialled forms of ‘sponsorship’ for restoration works, and, in exchange for shouldering restoration and maintenance costs, those companies have had considerable advertising opportunities and media attention;
- 1. Calls on the Commission to consider drafting legislation on that matter and setting up specific incentive programmes – including through tax incentives – for direct forms of advertising ‘sponsorship’ for restoration works on minor European cultural and artistic heritage.