

UNITED NATIONS EDUCATIONAL
SCIENTIFIC AND CULTURAL ORGANIZATIONCONVENTION CONCERNING THE PROTECTION OF THE
WORLD CULTURAL AND NATURAL HERITAGE

Bureau of the World Heritage Committee

Eleventh Session

(Unesco Headquarters, 23-26 June 1987)

Item 10 of the Provisional Agenda: Report on and proposals for promotional activitiesA. REPORT ON PROMOTIONAL ACTIVITIES

1. Implementation of the Plan for Promotional Activities

The World Heritage Committee, at its tenth session, took note of the plan for promotional activities which suggested ways by which the States Parties themselves could promote the Convention, and which described various means of collaboration between the States Parties and the Secretariat. This plan highlights the need to decentralize promotional activities through the creation of national associations, in accordance with the terms of Article 17 of the Convention, and through greater use of Unesco National Commissions. The Committee recommended that the plan should be distributed to these latter commissions and that each State Party should designate a coordinator for World Heritage promotional activities. The Committee also recommended that a questionnaire be prepared and distributed to collect information on present and future activities for promotion of the Convention.

In accordance with these recommendations, the Secretariat has mailed out the promotion plan to the Unesco National Commissions and Permanent Delegations of the States Parties to the Convention, requesting them to transmit the plan to the relevant authorities of their countries.

In order to implement the promotion plan, the Secretariat has prepared a draft questionnaire (see Section B) in which States Parties are requested to provide full information on their national promotional activities and to name the coordinating agency or person for World Heritage promotional matters on the basis of the responses to the questionnaire, the Secretariat will:

- establish a list of correspondents for promotional matters based on national agencies;
- prepare information and documentary material on activities already undertaken or foreseen to build up a complete documentation on World Heritage promotional matters.

The Secretariat will submit a report on the replies received from States Parties to the Committee or its Bureau at its next session.

2. Information Material Produced by or with the Assistance of the Secretariat

2.1 The Folding Poster

The latest version, updated as of December 1986 has just been published in Arabic, English, French and Spanish. It is encouraging to note that the Secretariat has been receiving more and more requests for this poster: Several States Parties have ordered large quantities. Ten thousand copies of a Chinese version will soon be printed in China, with nominal support from the World Heritage Fund.

This poster was also printed in Portuguese by the Unesco National Commission and distributed at the time of the Unesco 40th Anniversary ceremony in Portugal in 1986.

2.2 World Heritage Guide

The updated version of this guidebook in Spanish has just been published. It includes descriptions of all the properties included on the World Heritage List as of December 1986. It is recalled that Unesco holds the copyright for texts and photographs and can therefore publish the guide in other language versions. However, efforts in this regard have been unsuccessful to date. The Secretariat would appreciate the assistance of national organizations responsible for promotion work in order to determine interested publishing houses.

2.3 Illustrated World Heritage book series

It is recalled that this book series is published by Plaza y Janes publishing house (Spain) under contract with INCAFO (Instituto de la Caza Fotográfica y Ciencias de la Naturaleza) of Madrid, Spain. This series consists of ten volumes, printed in 2000 copies for the Spanish version, and sold by subscription. This collection is published without any support from the World Heritage Fund, which, nevertheless, receives 15% of the royalties given to INCAFO. Six volumes have been printed so far.

2.4 National Geographic publication

As was indicated previously to the Committee, the National Geographic Society will publish a book entitled "Our World's Heritage", by the end of 1987. Properties placed on the World Heritage List will be clearly distinguished from other sites chosen by the editorial team. This book will make the Convention more widely known to about 10 million readers throughout the world. It will present general information about the Convention itself including details for readers to send individual contributions to the World Heritage Fund. The Society is also prepared to put its own photographs used in the preparation of the book at the disposal of the Secretariat for any non-commercial promotional activities undertaken by Unesco.

The texts concerning properties placed on the World Heritage List have been reviewed by ICOMOS, IUCN and the Secretariat; the proofs of this publication have recently been submitted to the Secretariat.

2.5 World Heritage Exhibit

The exhibit produced by INCAFO, with the help of the Spanish Ministry of Cultural Properties, comprises photographs and accompanying trilingual captions (English, French, Spanish), summarizing the principal characteristics of the property for each of the 186 properties placed on the World Heritage List as of December 1984. These captions have been prepared by IUCN and ICOMOS in cooperation with the Secretariat.

This exhibit currently exists in three copies, one is used in Spain, another by Parks Canada and the third by the Secretariat for loan to all States Parties.

Unesco's copy has been loaned to various States Parties, the latest being Portugal on the occasion of Unesco's 40th Anniversary in 1986.

A second, smaller exhibit has also been produced by the Secretariat: This exhibit consists of forty-five panels with photographs of fifteen natural properties and thirty cultural properties, accompanied by the same trilingual captions, as well as five introductory panels presenting a general explanation of the Convention and location maps. This exhibit can also be loaned to States Parties.

2.6 1988 Diary

In view of the 1987 experience, the Office of the Unesco Press has determined that it is premature to produce the 1988 Diary on a large scale. Seven thousand copies, however, will be produced and distributed through the Office of the Unesco Press. The Secretariat will ensure that this new version reflects a better balance between World Heritage sites and also that the texts are in accordance with those drafted by ICOMOS and IUCN which have already been used for the World Heritage guide and the exhibit.

2.7 World Heritage Films

A film series, to be produced in several languages by Transtel of the Federal Republic of Germany (which broadcasts in 129 countries) in co-production with the Unesco Office of Public Information, is now under preparation. This film will include one half-hour introductory sequence on the Convention and 14 films of 15 minutes duration, each on World Heritage cultural and natural properties. Since this co-production has received support from the World Heritage Fund; the Secretariat will receive a copy of a video cassette giving a short general presentation on the Convention based on the introductory sequence of the Transtel film; this video film presentation will be made in several languages and will be reproduced and made available to States Parties.

2.8 World Heritage Certificate

In accordance with the request of the Committee at its tenth session, the Secretariat has produced a prototype certificate which it is proposed to send to the managers of World Heritage properties. (See Section 3.)

B. PROPOSALS FOR PROMOTIONAL ACTIVITIES

1. General Considerations

The Secretariat has received several requests for support from the World Heritage Fund for promotional activities connected with properties inscribed on or nominated to the World Heritage List. It is recalled that paragraph 88 of the "Operational Guidelines" states that the World Heritage Committee has agreed to support the holding of regional meetings for promotional purposes and to help create interest in the Convention within the countries of a given region. However, no indications are given for national initiatives for individual World Heritage properties.

The Bureau is therefore requested to consider the following questions in order to guide the Secretariat in replying to specific requests regarding promotional activities, and eventually to prepare an appropriate section in the "Operational Guidelines".

a) What kind of assistance (financial and/or intellectual) can be provided to the States Parties for promotional matters? In the Secretariat's opinion, assistance should be provided essentially for the establishment of national structures and to provide help in producing general information material on the World Heritage Convention. Only minimal contributions should be given from the World Heritage Fund.

b) What is the maximum amount of financial assistance for requests related to implementing the promotion plan? It is recalled that the total amount allocated for 1987 for promotional activities is US\$142,000, of which approximately half is set aside for producing information material to be made available for all States Parties. In view of this situation it would seem that the maximum amount per request should not exceed US\$5,000.

c) In excess of this amount, should such requests be considered as technical cooperation requests and the "Operational Guidelines" modified in consequence?

d) If so, what criteria should be applied in order to ensure that the promotional activity proposed is for the specific purpose of making the Convention better known?

2. Specific Requests for Assistance for Promotional Activities

Since the tenth session of the Committee, the Secretariat has received three requests from the People's Republic of China which exclusively concern promotional activities. These are as follows:

- publicity project in the Tangjiahe nature reserve (nomination to the World Heritage List)
 - . purchase of audio-visual material and printing of brochures US\$50,000
- production of a film on the Giant panda (the Giant Panda habitats are nominated to the World Heritage List)
 - . contribution requested from the World Heritage Fund US\$20,000

- production of a film on the protection of cultural and natural heritage in China and elsewhere
 - . contribution requested from the World Heritage Fund to cover travel costs and filming in France and the United States
- US\$40,000

In the light of its recommendations on the general considerations above, the Bureau is requested to review these requests and make a recommendation as appropriate for the Committee.

3. Questionnaire on Promotional Activities

As noted in Section A.1 above, the Secretariat has prepared a draft questionnaire relating to promotional activities, which is attached as an annex. The Bureau is requested to comment on this draft questionnaire so that the Secretariat may finalize it and distribute it to all States Parties.

4. World Heritage Certificate

The prototype certificate will be presented to the Bureau for comments before finalization and distribution.