

UNITED NATIONS EDUCATIONAL,  
SCIENTIFIC AND CULTURAL ORGANIZATION  
CONVENTION CONCERNING THE PROTECTION OF THE  
WORLD CULTURAL AND NATURAL HERITAGE

Bureau of the World Heritage Committee

Fourteenth Session

Unesco Headquarters, Paris, 11-14 June 1990

Room XVI

**ITEM 11 OF THE PROVISIONAL AGENDA/ PROMOTIONAL ACTIVITIES**

As in previous meetings of the Bureau, this document presents only those new productions and events realized since the last session of the Committee. For more details, particularly on available promotional material, the members of the Bureau may wish to refer to document SC-89/CONF.004/6 presented at the thirteenth session of the Committee.

I. PRODUCTION OF INFORMATION OR PROMOTION MATERIALS

1. Folding Poster

Updated versions have been produced in Arabic, English, French and Spanish and are available to the members of the Bureau. This poster has also been produced in German, by the Unesco National Commission of the Federal Republic of Germany with the help of the Secretariat. As in previous years the poster will be widely distributed by the Secretariat. At the national level, it is also desirable that the States Parties ensure its dissemination, particularly to World Heritage sites. Australia and the United States of America have acquired considerable copies of the poster for the above purpose.

2. World Heritage diary

The 1991 diary is under preparation. Taking into account the favourable results of last year's sales, it will be produced in 11,000 copies (instead of 9000).

3. Television documentaries on World Heritage Sites

The Public Information Office, which produces reports on Unesco projects for television channels of developing countries, has decided to place emphasis on World Heritage Sites. This year, a team will film in Mali and in Senegal. The preparation of these television documentaries will receive a symbolic contribution from the World Heritage Fund.

4. Films of the Series "The Wonders of the World"

The first six films of the series, henceforth entitled "Heritage" are ready. They show the following sites: Sana'a, Barcelona (Gaudi), Florence, Goree, Dubrovink and Budapest. It is recalled that it is a production carried out by a private company in co-operation with the

Public Information Office of Unesco, and the project does not receive financial support from the World Heritage Fund. The film company is negotiating directly with television networks, of which several have already shown interest. Nevertheless, the series will neither be sold nor distributed until the first 26 films of the series have been produced.

5. Series of Films co-produced with the TRANSTEL Company

The TRANSTEL Company had requested Unesco to envisage continuing the co-production of this series on World Heritage Sites after 1990.

The Secretariat had insisted on the question of distribution and requested TRANSTEL to furnish a report on the actual dissemination of films already produced and on the possibilities for selling them as video-cassettes to private circuits (other than televisions). The decision on our co-operation with TRANSTEL will not be taken until this report is furnished.

6. World Heritage Certificates

Upon request, certificates have been sent to the Federal Republic of Germany and Spain.

7. Book series for adolescents

The first twelve volumes of this series have appeared in Spanish. The French version, of which six volumes have already been published, has been launched in co-operation with the publishing house Bordas and been widely publicised in France.

The speed of production of this series is not without risks and unfortunately several errors, in the texts or illustrations, have arisen. These errors are due to insufficient supervision of the work of the authors chosen by the Spanish publisher. In order to improve the quality of this series in the future the Secretariat has requested the publisher to furnish texts and illustrations giving sufficient time to permit a more rigorous examination of the text before their publication.

8. "The Great World Heritage Book"

The contracts for this publication, with the Hachette Publishing House in French and with INCAFO in Spanish, is about to be signed. The preparation of the texts by the Secretariat is underway.

9. Publication Project in Australia

The Secretariat has been informed of a project for a book on the World Heritage to be produced by an Australian publisher. It is private initiative without support from Unesco, yet for which the publishing house has itself proposed to donate 5% of the sales to the World Heritage Fund. This publication does not involve Unesco but nevertheless the Secretariat will have the right to view the final proof before publication.

II. DEVELOPMENT OF INFORMATION ON THE WORLD HERITAGE

At its thirteenth session, the Committee considered the question of publishing a specific bulletin for the Convention. It had requested the Secretariat to study this question in more detail, taking into consideration a better utilization of existing channels, particularly the Unesco Courier.

As a follow up to this decision, the Secretariat, with the editors of the Courier, had drawn up a scheme which would commence next August. Each issue (monthly) would carry four detachable pages which would present a report on a World Heritage Site or an International

safeguarding Campaign. These pages should safeguard the importance of the site and explain the particular problems that occur. The writers of Courrier are preparing a preliminary dossier, in close collaboration with the Secretariat. The World Heritage Fund will contribute towards the cost of production of these four pages. News of the Convention would also regularly appear in the Courrier

In parallel, the Secretariat had assigned a specialist in communication to produce a study, requested by the Committee, on the possibilities of launching a specific magazine on the Convention, which would be financed by external sources. The Credit Bank of Spain seems interested in the project as (to assure its financing for a duration which is yet to be determined.

### III. PROMOTIONAL ACTIVITIES UNDERTAKEN BY STATES PARTIES

#### 1. Exhibitions organized with the support of the Secretariat

One of the photographic exhibits has been bought by the Australian National Commission which will travel within the country.

Another exhibit has been entrusted, upon request, to the editors of the Flemish edition of the Unesco Courier. It will be utilised in relation to series of activities on Unesco to be launched in cultural centres and schools.

The Secretariat has also provided assistance to the Latin Union for the organization of a Peruvian Cultural Week which took place in Geneva and during which an exhibition on World Heritage and Peruvian sites inscribed on the List was organized in the Palais des Nations.

An exhibition will be organized during the whole of the summer at the International Centre for Mural Arts of Saint Savin (France).

Lastly, the Secretariat had sent to Osaka, Japan, a photographic exhibit which will be displayed in the pavillion of United Nations at the centre of the international fair on the theme gardens and ornamental plants in which 25 millions visitors will take part (from April to September 1990).

#### 2. Preparation of an exhibition by Quebec on World Heritage Cities

The Museum of Civilization of Quebec is preparing a major exhibition on the theme "World Heritage Cities" which will be presented to the general public from June 1991, on the occasion of the International Colloquium on World Heritage Cities. The Secretariat is providing its support to help with the design of the exhibit and the iconography research required for this exhibit, which will include a modular section which Unesco can use for circulation in the future.

#### 3. Ceremonies for Commemorating Inscription of Sites on the World Heritage List

Ceremonies for inaugurating commemorative plaques are in preparation for Chambord and Saint Savin, in France.