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

WORLD HERITAGE COMMITTEE

Eighteenth session
Phuket, Thailand

12 - 17 December 1994

Item 15 of the Provisional Agenda : Promotional activities, including adoption of a plan for marketing and fund-raising.

1. As adopted at the seventeenth session of the World Heritage Committee (Cartagena, December 1993) during the debate on promotional activities (Item 9 of the agenda, working document WHC-93/CONF-002/6) the actions planned for 1994 were aimed foremost at (i) consolidating the activities which have proven successful in the past few years; (ii) strengthening the Centre's data base and basic information; (iii) placing greater emphasis on the promotional and educational potential of the World Heritage sites themselves; (iv) developing new methods of promoting the Convention by mobilizing partners particularly at the regional, subregional and local levels, and by using as much as possible existing, but as yet relatively little used, networks such as the International Council of Museums (ICOM), the Organization of World Heritage Cities (OWHC), UNESCO Clubs, the Associated Schools Project and other associations in the fields of culture and education, and (v) initiating a World Heritage marketing and fund-raising strategy.

2. Part A presents a brief report on actions that have been carried out in the past twelve months, or are currently underway, as a response to the above objectives. Part B outlines proposals for future action which the Committee may wish to take into consideration especially in view of budget allocations for 1995.

**A. REPORT ON ACTIVITIES
UNDERTAKEN IN 1994**

I. Consolidating the Centre's information potential

3. The World Heritage data base has been strengthened in terms of content and equipment, which was bought partly with the financial contribution received from the National Federation of UNESCO Associations in Japan. Concise descriptions of all sites are now available in English and French, and have been used particularly for the photo-exhibits, educational material and other promotional activities that took place during this period. A general presentation (text, graphics and slides to be used for conferences, workshops, etc.) of the Convention, its institutional set-up, and a selection of World Heritage sites illustrating various criteria, is also now available in English and French. It has been presented to the public by WHC or CLT/CH members on 26 occasions, in 23 countries. A complete copy of the slide presentation has been made available for the UNESCO Bureau in Thailand as preparation for the Committee meeting. The production of a multi-purpose basic information kit has been put on hold until the Centre's profile and its fundraising and marketing dimensions are determined.

4. The 1994 updated World Heritage folding poster and map came out in April in English, French and Spanish (altogether 15,000 copies) and has been distributed widely. The 1995 World Heritage Diary has been published (copies are being distributed at the meeting), and a new INCAFO World Heritage Guide appeared in July (so far in Spanish only; we are presently negotiating the publication of the guide in Italian). The final Report of the seventeenth session of the World Heritage Committee, available in its preliminary form as of February, was sent out as a publication to all states parties in May. The revised Operational Guidelines were sent out in April. The fourth and the fifth issues of The World Heritage Newsletter appeared in March and July respectively and the latest December issue is being distributed at this meeting. The Newsletter's success finds additional confirmation in the request received from the Director of UNESCO's Publications Office to provide 1,000 copies of each of the last two issues, to be distributed within the framework of the newly created "UNESCO Readership Club".

The Federation of International Youth Travel Organizations (FIYTO) and the International Student Travel Confederation, having recently signed an agreement of cooperation with UNESCO, plan to include information on World Heritage sites in their publications (particularly in their travel catalogue). Other modalities of cooperation are being discussed.

5. Other general information activities include: the Centre's input (photos and written information) for Columbia University's School of International and Public Affairs courses in African civilization and the development of a teacher's guide which will make it possible for the course to be used throughout the United States; a comprehensive article on World Heritage published by

OMNI magazine and reprinted by courtesy of the Office of International Affairs, National Park Service, United States; a comprehensive article in The Interdependent, Spring 1994, published by the UNA/USA (United Nations Association-USA); special features on EuroNews, on Radio France Internationale, TVE (Spanish TV), and the written press in Brazil, Canada, Germany, France, Italy, Japan, the Netherlands, Oman, Poland, Portugal, Venezuela and the USA. As for book publications and co-publications, the Centre continued to cooperate on all of the projects begun in the past years with INCAFO, KODANSHA, Bertelsmann, Plaza y Janés and other publishers. The Centre has also participated in a presentation of CD photos organized by FNAC and Patrimoine 2001 in Lyon. Thanks to the Regional Coordinator of the UNDP/UNESCO Regional Project for Cultural, Urban and Environmental Heritage in Lima, a report was published on the seminar and training workshop in reference to the state of conservation of Machu Picchu with proposals and guidelines for a possible operational Master Plan (copies of this document are available).

6. Activities in the audio-visual field focused primarily on our ongoing cooperation with the Independent Image (UK) production of a TV series, video programmes and the Japanese "World Heritage" video series. The Japanese project, led by Mr F. Fudo of the Global Environment Forum, finished its first phase, i.e. videos of World Heritage sites in South America, and the first two volumes of these video-films have already been submitted to the World Heritage Centre. Furthermore, (i) Sergio Frau of "La Repubblica" (Italy) produced 10 TV programmes of 90 min. each which were shown in prime-time; (ii) according to information received from the UNDP/UNESCO Regional Project Coordinator for Latin America, the Peruvian TV had, at the beginning of this year, a three-hour programme on the National Park of Manu; (iii) further cooperation with UNDP's Azimuths TV magazine (seen in 195 countries) has been agreed upon; (iv) UNESCO co-produced with the French TV France 2 a one-hour film on Timbuktu (see section on "Special events" below); and (v) the Horst HERZ Filmproduktion (Germany) started making a film on Auschwitz. Finally, the Philips CD-I Hachette Multimedia Dictionary, having a part on World Heritage, is now available, while the further development with a commercial partner of a CD-ROM presenting all World Heritage sites is in progress, as are other CD-photos of "Patrimony 2001". (vi) An agreement has been reached with the administration of the CNN to launch in the fall of 1994, a new CNN item entitled "The World Heritage Quiz". The Quiz consists of images and questions on various World Heritage sites, and will be broadcasted regularly in the framework of the CNN World Report. (vii) The French TV Channel, France 2, in cooperation with the WHC, has prepared a series of 10 programmes entitled "Les Trésors du Monde" (The Treasures of the World) and presenting, in a form of a TV-game numerous World Heritage sites in 10 countries. The series was broadcasted on France 2 at prime time throughout July - August 1994, and received broad coverage in the press.

II. Special events

7. A film on Timbuktu (Mali) was produced with UNESCO assistance, and was shown in France and 15 other countries (through TV5) during Ramadan in a special two-hour TV programme, "La Caravane de nuit" animated by one of the most popular French TV presenters, Frédéric Mitterrand. The Director-General of UNESCO participated personally in the programme and made a statement in favour of World Heritage preservation. Another event concerning World Heritage in Africa was the celebration of the 40th anniversary of Niokolo-Koba National Park (Senegal), which was assisted financially by the World Heritage Fund.

8. Other special events include: (i) an exhibit "Magic of Angkor" (photos, ancient sculptures and the "Patrimonio 2001" CD-photo on Angkor) organized in April, in Geneva, by Les Amis d'Angkor, in cooperation with several other partners from the private sector (the Indo-Suez Bank, the Noga-Hilton Hotels) and the World Heritage Centre, and with the help of the Conseil d'Etat de la République et Canton de Genève. The event was endorsed by the Swiss National Commission for UNESCO, and placed under the auspices of the Director-General of UNESCO and H.M. the King of Cambodia. (ii) The exhibit on the cultural heritage of Hanoi and Hué, held in May and June at the United Nations Headquarters in New York. This was organized by the Division of Physical Heritage of UNESCO's Culture Sector, in cooperation with the World Heritage Centre and the Secretariat of the World Decade on Cultural Development. (iii) The WHC and CLT also presented jointly at the U.N. in New York, in October 1994, the exhibit on the "Medinas of Fez and Marrakech World Heritage" placed under the patronage of the Secretary General of UN, Mr. Boutros Boutros-Ghali, and assisted financially by the WH Fund and the Canadian National Commission for UNESCO.

9. UNESCO, represented by the World Heritage Centre, reached an agreement with Ford of Europe, Inc. on the basis of which the Organization will participate in the Ford European Conservation Awards programme. Run by the Conservation Foundation (UK) and sponsored by Ford of Europe, Inc. for the last twelve years, with an annual budget of approximately US\$ 500,000, the programme is known in 22 European countries. Last year the World Heritage site of Suzdal (Russian Federation) won the competition for the best conservation project and received US\$ 50,000. The 1994 entry forms of the Award Programme (published in 8 languages and distributed throughout Europe in more than 2,000 copies) bear the UNESCO logo. UNESCO's contribution to the prize fund consists of training courses, scholarships, specialized advice and other forms of practical assistance. A trip to Suzdal, organized by Ford of Europe for the international press, provided the Centre with the opportunity to publicize the World Heritage Convention and related activities.

Finally, Matsushita Electric Industrial Co. Ltd. (Japan), in collaboration with the World Heritage Centre, has produced the World Heritage Calendar 1995, featuring 12 natural World Heritage

properties. UNESCO received from this project the sum of \$ 25,000 which has been transferred to the World Heritage Fund.

10. Recent special events include: (a) the photo exhibit of the sites inscribed in 1993, presented first for the press at UNESCO in December 1993, and more recently within the framework of the Ministerial Conference on European Stability; (b) a presentation at UNESCO of Portugal's World Heritage sites, organized in March by the Portuguese Institute for Architectural and Archaeological Heritage (IPPAR); (c) an on-site photo exhibit, in April, to mark the 10th anniversary of the inscription of the Angra do Heroismo (Azores); (d) a presentation by the World Heritage Centre in Saint-Savin (France) to mark the 10th anniversary of the inscription of the Abbey on the World Heritage List; (e) an itinerant World Heritage exhibit organized in March by the National Federation of UNESCO Associations in Japan, and placed under the auspices of the Government of Japan; (f) the itinerant photo exhibit organized by the Director of the International Archaeological Film Festival in Italy, which was shown in Milan, Rome, Venice and Florence; (g) UNESCO's presence at the gala presentation of the film "Race Against Time: the Future of the Past" in New York, at the beginning of May. This fund-raising event, sponsored by personalities such as the late Jacqueline Kennedy Onassis and financed by the American Express Company, gave us the opportunity to sensitize an important "target group" (according to the report received, UNESCO's presence was highly appreciated). The Centre's photographic exhibit was presented also in Zamosc (Poland) and in Madrid (Spain) (INCAFO) during the Feria del Libro.

11. Encouraged by these results, the Centre is presently involved in preparing, together with other partners: (a) a photo exhibit of the "World Heritage Cities", organized jointly with the Organization of World Heritage Cities, to be shown in June 1995 in Bergen (Norway) during the 2nd General Assembly of the OWHC; (b) a major World Heritage exhibit to be shown in New York, Geneva and Paris in the framework of the 50th anniversary of the United Nations and UNESCO in 1995; (c) possibly an exhibit of the World Heritage sites in the Arab States. And (d), as in the case of the 1993 nominations, the sites which will be inscribed by the Committee in 1994, will be presented in Spring and the exhibition will be made available for circulation to the interested States Parties at UNESCO Headquarters.

12. The Centre has also provided upon request certificates for the newly-inscribed World Heritage sites to the following States Parties: El Salvador, Germany, Greece, Ireland, Japan, Mexico, Paraguay, the Philippines, Slovakia, Russian Federation, Spain and Vietnam (altogether 24 certificates).

III. Seminars, workshops and educational activities

13. The World Heritage Centre was actively involved in the preparation of the international symposium on "Protection and Management of UNESCO Cultural World Heritage in East-Central

Europe", held from 14 to 18 September 1994, in Warsaw, Zamosc and Cracow, organized by the Polish National Commission for UNESCO and the Polish ICOMOS National Committee, in cooperation with other partners. This meeting, attended by the representatives of 16 countries of the region, resulted in outlining the creation of a future network for cooperation among the countries of this region in World Heritage conservation and management issues. Likewise, the Centre assisted the Italian Federation of UNESCO Clubs and the World Federation of UNESCO Clubs which convened an international meeting in Florence, in November, on the contribution which the UNESCO Clubs and UNESCO Associated Libraries can make to World Heritage awareness-building.

14. The World Heritage Centre and the Sector for Education began this year an innovative interregional project **Young People's Participation in World Heritage Preservation and Promotion**. The project, launched within the framework of the Fiftieth Anniversary of the United Nations and of UNESCO is being carried out with the Norwegian Government (particularly the Norwegian National Commission for UNESCO), the City of Bergen and the Organization of World Heritage Cities as the main partners. It involves, in its initial stage altogether thirty countries from all regions of the world, three other major international NGOs (ICOMOS, IUCN and ICOM) and partners from the public and private sector. (For more detailed information please see Doc. INF. 11).

15. The main objective of this project is to incite World Heritage awareness-building through schools and extra-curricular programmes in all parts of the world, in order to prepare young people to participate in the implementation of the World Heritage Convention through the safeguarding of cultural and natural sites, in their countries and elsewhere. It therefore requires an active involvement of secondary school teachers and students (roughly 12 to 16 years old), as well as the municipal authorities and other interested partners, in both its conceptualization and implementation. Institutionally, in its 1994-1995 pilot-project phase, it is being carried out mainly through a select number of schools that have been chosen because of their active involvement in UNESCO's Associated Schools Project (ASP) and because they happen to be in, or close to, a "World Heritage City", i.e., a city having a World Heritage site.

16. The first **"World Heritage Youth Forum"** organized within the framework of this project will take place in Bergen, Norway, from 26 to 28 June 1995. Nearly one hundred participants (one teacher and two students per country) will come to Bergen to exchange views amongst themselves and with the mayors of the World Heritage cities, as well as other policy-makers, on the means and priorities in World Heritage awareness-building. Consequently, UNESCO will develop, in collaboration with various public and private institutions, appropriate programs and pedagogic material for World Heritage awareness-building to be used worldwide.

B. PROPOSALS FOR 1995 AND 1996

17. Generally speaking, the proposals herein elaborated for 1995 are based on those that were outlined in the 1994-1995 workplan of the World Heritage Centre, which was submitted to the Committee at its seventeenth session in Cartagena. However, in light of the actions taken in 1994 to develop an overall promotion-fundraising-marketing strategy with the help of outside expertise, and the effect of this upon the budget provisionally earmarked by the Committee in 1993 for promotional (and educational) activities in 1995, the previous proposals had to be adjusted to the present financial possibilities. In the coming year, the Centre's work in this area will thus continue to concentrate along the following three axes: (i) general information and promotion activities; (ii) awareness-building through schools and extra-curricula activities, and (iii) fundraising and marketing activities. However, the content of each will have to be reduced.

I. General information and promotion activities

18. This axis consists of: (i) further development of the Centre's data-base, linkages with Internet and other appropriate information networks; (ii) on-site information and promotion activities; (iii) production and distribution of written and audio-visual material for different "target groups".

19. In 1995 the Centre's data-base will be reorganized to allow various cross-reference use, including, to the extent possible, computerized record of the decisions, recommendations, etc. adopted by the Committee and site-specific trace records. A meeting will be organized by the Centre, in cooperation with the advisory bodies, CHIN, Getty Foundation and others, on the setting up of a base-line information system for WH monitoring. As of the first trimester of 1995, the Centre will be linked with Internet.

20. A newly elaborated proposal for a CD-ROM presenting all WH properties was submitted for co-financing to the Club d'Investissement Media (European Community) but, after lengthy deliberation, was turned down for marketing and technological reasons. Other publishers have been contacted since, and the project may have to be scaled down to the presentation of separate segments, e.g. the "World Heritage cities", the natural sites, etc. as a possible series rather than one overall presentation.

21. As regards on-site activities, the Centre is organizing in collaboration with UNESCO's Office for Science and Technology for Southeast Asia (ROSTSEA) and the IUCN, a workshop on the development of the interpretation and education potential of Natural World Heritage sites in Asia Pacific, to be held in late April/beginning May 1995. The participants will be mostly site

managers, national policy-makers and professionals in the region's National Commissions for UNESCO who are responsible for the World Heritage programme.

22. The Centre will continue to assist the sites, especially those newly inscribed, in setting up at least the basic WH information such as the site-plates (plaques), the distribution of the WH poster/map, etc., and it will continue also to provide the inscription certificates.

23. Within the limits of its budget, the Centre will assist the development of regional/subregional World Heritage focal points or centres, as a first step in Argentina and in South-East Asia. It will also provide advisory services and seed money for the development of appropriate tourism management.

24. As the World Heritage poster/map is constantly in demand, the 1995 version, updated with the sites that will be inscribed at the eighteenth session, will be published in early Spring. The need for a new concept, however, imposes itself, as the present format can no longer accommodate the large number of sites. The basic general information kit on the Convention and its mechanisms will be published in the first quarter in English and French; the 1996 WH Diary should be out in August/September. The World Heritage Newsletter will continue to appear three times per year.

25. The UNDP's **Azimuths** TV magazine being successfully shown in 195 countries, the Centre has agreed to co-finance the production of six features dealing with select WH sites. Collaboration with Independent Image will continue pending a successful coproduction agreement with a German producer.

26. As part of its cooperation with cities having World Heritage sites (presently there are nearly 100 of these) the Centre is preparing a photo exhibit of all cities, to be presented first at the second General Assembly of the World Heritage Cities, in Bergen, Norway, in June 1995. This exhibit will also be shown at the UNESCO General Conference in November 1995, at the UN Headquarters in New York at the beginning of 1996, and will also be available for presentation in the States Parties.

II. Awareness-building through schools and extra-curricula activities

27. The representatives of schools (one adult and two students) from thirty countries participating in the interregional project "Young People's Participation in World Heritage Preservation and Promotion" will gather at the first international forum of this kind, to be held in Bergen, Norway, from 26 to 28 June 1995, just prior to the second General Assembly of the World Heritage Cities and the mayors' symposium on how to establish better communication among these cities. This event is being organized in collaboration with the Norwegian authorities, the National

Commissions for UNESCO of the participating countries, various NGOs and a major private sponsor. The Royal Family and the Director-General of UNESCO have granted their patronage.

28. On the basis of the first part of this project (currently underway in the participating countries) and the Youth Forum, the World Heritage Centre and the Sector for Education will undertake to prepare as of August 1995, in collaboration with major international NGOs and other partners, textbooks and other pedagogic material, in various languages, to be used in secondary schools throughout the world for World Heritage awareness-building purposes.

29. The financial requirements for the above are given in the annex.

A n n e x

FINANCIAL REQUIREMENTS FOR 1995

	US \$
I. General information and promotion activities	
1. data-base development, access to Internet, access to other data banks	20.000
2. production of CD-ROM and other general information material	15.000
3. development of the WH photo- library	5.000
4. 1995 World Heritage map (poster), production and distribution	25.000
5. 1996 World Heritage Diary	10.000
6. World Heritage Newsletter (3 issues per year; complementary funds to RP funds)	8.000
Total	<u>83.000</u>
 II. On-site promotional activities	
7. Inscription plates for new sites and certificates	10.000

8.	Assistance for development of regional and subregional focal points (information centres)	20.000
9.	Advisory services to sites on tourist management	<u>10.000</u>
	Total	40.000

III. Audio-visual material

10.	Independent Image (project backstopping)	5.000
11.	Patrimony 2001	5.000
12.	Publications of workshops, on-site seminars, etc.	10.000
13.	World Heritage photo-exhibits	30.000
14.	Co-production with UNDP "Azimuths"	<u>20.000</u>
	Total	70.000

IV. Awareness-building through schools and extra-curricula activities

15.	Organization of the first international World Heritage Youth Forum, Bergen, June 1995	10.000
16.	Production of educational materials	<u>20.000</u>
	Total	30.000

V. Fundraising and Marketing Strategy

17. Protection of the World Heritage Logo	50.000
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GRAND TOTAL FOR 1995

I. General information, data-base	83.000
II. On-site promotional activities	40.000
III. Audio-visual material	70.000
IV. Educational material	30.000
V. Fundraising & Marketing	50.000
TOTAL	273.000