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CONVENTION CONCERNING THE PROTECTION OF THE  
WORLD CULTURAL AND NATURAL HERITAGE

WORLD HERITAGE COMMITTEE  
Twenty-first session

Naples, Italy

1-6 December 1997

Item 12 of the Provisional Agenda: World Heritage Documentation,  
Information and Education Activities

SUMMARY

**REPORT ON 1997 ACTIVITIES AND 1998 PROPOSAL FOR WORLD  
HERITAGE DOCUMENTATION, INFORMATION AND EDUCATION PROGRAMME**

The World Heritage Documentation, Information and Education Programme is presented in this document in five major sections as follows:

- A. Documentation
- B. Information
- C. Internet and World Heritage Information Network (WHIN)
- D. Self-financing Programme for Partnerships with the Media and Publishers
- E. World Heritage Education Project - *UNESCO Special Project for Young People's Participation in World Heritage Preservation and Promotion*

**Decision required:** The Committee is requested to adopt the proposed World Heritage Documentation, Information and Education Programme for 1998.

## REPORT ON 1997 ACTIVITIES AND 1998 PROPOSAL FOR WORLD HERITAGE DOCUMENTATION, INFORMATION AND EDUCATION PROGRAMME.

### Introduction

Growing public awareness of global environmental issues, combined with factors such as the increased importance of the tourism and travel sector and world-wide expansion in multi-media communications have led to a tremendous interest in cultural and natural sites, particularly those on the prestigious World Heritage List. This has contributed to a sharp increase in demand for World Heritage information and documentation over the past several years, taxing the capacity of the Secretariat. States Parties, specialised organizations and institutions, as well as researchers, journalists and the general public have shown a growing interest in a wide range of World Heritage information and documentation materials.

One indicator for this is the popularity of the web site that has certainly broadened the access to World Heritage information. With a steady increase since its introduction, the UNESCO World Heritage web site received over 10,000 requests per week by the end of June 1997, representing the largest number of requests in UNESCO.

To face this developing demand, the World Heritage Centre concentrates its efforts on digitising the statutory documents produced for Committee and Bureau meetings and other published information, thus allowing easy access to available information. While the need for printed material remains strong, the advantage of building the electronic resource base lies in the fact that these files can easily be searched electronically and printed for distribution on request. Storage, retrieval and distribution of printed materials is both more costly and time consuming. It is proposed that these activities will be continued in 1998.

The experience of 1997 shows that the budget for digitising documentation as well as for developing both the inhouse INTRANET and the public INTERNET on World Heritage was insufficient. The achievements in these areas have largely been possible due to the extra-budgetary contribution from the Government of the Republic of Korea. This contribution is now entirely spent.

The World Heritage Information Kit composed of the annually updated World Heritage map and brochure, and other printed material on the Convention and its activities have continued to be a vital public-awareness raising tool for the numerous and varied partners in World Heritage conservation. These information materials were particularly useful for distribution to the press at conferences, workshops and special events such as those related to World Heritage plaque ceremonies.

The quarterly World Heritage Review, co-produced by the UNESCO Publishing Office and the Spanish publisher, San Marcos, now in its second year of publication, is progressing towards commercial viability. Joined by a French publisher, Editions Fatou, to ensure distribution of the French-language version,

partnerships for other language versions (Japanese and Korean) are also under discussion. The World Heritage Newsletter in both the electronic mail and printed versions are also becoming increasingly known as a reference for the professional. Both these publications still suffer from the lack of means to meet their potential.

In 1997, special events included the launching of an information campaign for the 25<sup>th</sup> Anniversary of the Convention held in September during the two-day French National Heritage Day (Journées du patrimoine). The World Heritage flag and information material were made available to the 22 inscribed sites in France and a major event was organized in Paris by the Centre in cooperation with the French Ministry of Culture and Communications and leading press and media companies with support from the private sector. Preceded by a daily quiz on the French World Heritage sites in Figaro Newspaper for one week, and 25 reportages on the Convention in the press, television and radio, the Paris event was marked by the installation of 22 large information panels within the perimeters of the World Heritage site of the Banks of the Seine River and a guided tour on the riverboats. The number of passengers on the riverboats increased by over 70% during the two-day event while the number of people visiting heritage sites throughout France was estimated at 8 million. In London, English Heritage celebrated the 25<sup>th</sup> anniversary of the Convention by organising a conference focusing on the management of World Heritage properties in the United Kingdom.

Among the numerous World Heritage site inscription ceremonies held in 1997, was the Salzburg (Austria) ceremony which illustrated the importance of such ceremonies for public awareness building. Organized by the city of Salzburg in cooperation with the Centre and corporate sponsors, the ceremony was accompanied by photo, video film and art exhibitions, as well as concerts and other events involving over 1,000 artists in the city's public space and facilities. Widely covered by the press and media, information on World Heritage was diffused throughout Austria and beyond.

Another area of activity which merits particular mention is the growing collaboration with the tourism industries to promote sustainable tourism at World Heritage sites. In addition to the workshops on strengthening the management of sites, including measures against the threats of uncontrolled tourism, the Centre and other sectors of UNESCO have worked directly with a number of tourism operators to support World Heritage conservation. To cite but a few examples, the Swedish tourism company, Fritids Resor has undertaken to support in 1998, the restoration of one historic building in the Kathmandu Valley World Heritage site from a US\$1.00 contribution to be gathered from each client. The Danish Tourism Development Board, amongst other national tourism offices of the Nordic states, have expressed their readiness to make available experts to provide advisory services and trainers to support developing countries to adopt sustainable practices in tourism related to World Heritage sites.

Partnerships with the media and publishers which have been developed over the past two years on an experimental basis have

been fully integrated in the 1998 information and documentation proposal of activities.

*A Self-financing Programme for Partnerships with the Media and Publishers*, financed out of income resulting from media contracts is proposed to enable the World Heritage Centre to better manage the Organization's co-productions of World Heritage information material with media and publishing groups and to improve the content validation capacity of UNESCO for these World Heritage multi-media products. Some 200 documentary films and high-quality publications on World Heritage produced through these partnerships represent approximately US\$ 50 million in investment according to estimates made by the partners.

The World Heritage education activities will continue to be part of the six-year *UNESCO Special Project for Young People's Participation in World Heritage Preservation and Promotion*, initiated in 1994. This special project, jointly administered by the Education Sector of UNESCO and the World Heritage Centre, will continue regional and international Youth Forums as part of the awareness-building strategy in new regions. Continuing emphasis will be given to the distribution, testing and translation of the World Heritage Education Kit, completed in 1997. Beginning in 1998, tertiary training courses for teachers in World Heritage Education will be developed and an international co-ordinating and evaluation structure for the project will be established.

To enable greater participation of States Parties in the information and public-awareness building activities in developing countries, the 1998 workplan and budget presented in document WHC-97/CONF.208/13 proposes a budgetary appropriation of US\$ 100,000 for on-site promotional activities. The activation of this new chapter of international assistance, referred to in paragraph 107 of the Operational Guidelines, will enable States Parties to request support from the World Heritage Fund, for example, to prepare public information and educational publications in the local or national languages, or to develop exhibitions, launch promotional campaigns adapted to the local situation, or to establish a national web site on World Heritage to join the WHIN.

In the following presentation of 1997 activities and proposals for 1998, "documentation" refers to statutory meeting documents and reports (including reports on state of conservation and mission reports, records of nomination files, slides and films); the term "information" refers to interpretative material published by the Secretariat.

The Documentation, Information and Education Programme is hereunder presented in five major sections as follows :

- A. Documentation
- B. Information
- C. Internet and World Heritage Information Network (WHIN)
- D. Self-financing Programme for Partnerships with the Media and Publishers

E. Education-Special Project for Young People's Participation in World Heritage Preservation and Promotion

**A. Documentation**

**Objectives**

The main documentation function of the World Heritage Centre is to provide an archive of the official World Heritage documents. These include the reports of statutory and expert meetings, nomination dossiers, state of conservation reports, and mission reports. Based on the rapid increase in demand for these documents and other forms of public information, the highest priority is given to the **development of its electronic-based documentation** in order to satisfy this demand with the minimum impact on staff resources.

It will produce documentation in two formats: in standard "hypertext markup language" (HTML) that allows public searching of all documents through the WHC Web site; and the more recent "Portable Document Format" ("PDF") now being used by other sectors of UNESCO to exactly reproduce official reports. PDF files produce an exact *image* of each page rather than attempt to identify each character on the page using Optical Character Recognition ("OCR") software.<sup>1</sup>

Scanned nomination dossiers will be made available to other sectors of the Organization through the UNESCO Intranet.

In 1997 the following work was accomplished:

- Publication and distribution of the Bureau and Committee Report, Rules of Procedure, World Heritage List ;
- 46 of 506 nomination dossiers and evaluations scanned (as of 15 October 1997)
- Establishment of databases for Tentative Lists submitted by States Parties and for Experts submitted in response to Circular Letter WHC/4/97.
- Maintenance of existing databases (Documentation Unit library, mailing lists, States parties, etc.)
- Experts list.

In 1998, the following documentation activities are proposed:

A.1 Scanning, digitizing and indexing nomination files for electronic archiving and limited use via CD-ROM. An allocation from the UNESCO Regular Programme is also foreseen to complement the input from the WH Fund, as the scanning, digitising and indexing will also be

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<sup>1</sup> The PDF format is particularly suitable for older documents such as nomination dossiers, where the original is often indistinct and combines numerous plans and photographs. In the future, PDF format will be used for all statutory meeting documents, although a selection will continue to be made available in HTML to allow public searching.

beneficial to all UNESCO sectors. The work will be done under fee and consultant contracts.

Work/months (W/M) 11.6

Partners: UNESCO, DIT/AM, ICOMOS, IUCN

Budget: RP: US\$ 10,000

WHF 1998: US\$ 20,000

WHF 1999: US\$ 20,000

- A.2 Creation of PDF files for Statutory Meeting Working Documents. This process will assure that all future working documents will be immediately accessible to staff and UNESCO, and, via CD-ROM and Internet, to Committee members. The work will be done under consultant contract.

W/M: 0.5

Partners: DIT/AM

Budget: WHF 1998: US\$ 2,000

WHF 1999: US\$ 2,000

- A.3 Inventory of all reports of missions and experts on World Heritage sites retained by the Centre and other sectors (CLT/CH and SCI/ECO). This inventory, which would be entered into the catalogue database of the documentation unit, would be the basis of a further scanning project in 1999. The work will be done by WHC staff.

W/M: 4

Partners: CLT/CH, SC/ECO, SC/GEO

Budget: WHF 1999: US\$ 15,000

- A.4 Registration and inventory of new nominations. The work will for the first time provide a detailed electronic registration of each nomination so as to better identify omissions and technical problems before the nominations are forwarded to the appropriate advisory body for content evaluation. The work will be done under fee and consultant contracts.

Partners: ICOMOS, IUCN

Budget: WHF 1998: US\$ 2,000

WHF 1999: US\$ 2,000

- A.5 Update and maintain databases: (Tentative List, mailing lists, States Parties, World Heritage library, Experts). The work will include the eventual conversion of the original States Parties database as required to Microsoft Access. The work will be done partly under fee contract.

Budget: WHF 1998: US\$ 9,000

WHF 1999: US\$ 9,000

- A.6 Although electronic mail and the Centre's own Intranet have made possible a greater amount of information exchange between **offices**, the Centre has not yet fully

integrated modern information management techniques into its daily work. An expert team has been proposed to appraise the World Heritage Centre's existing information infrastructure in terms of its needs. The cost of this team would be limited to travel and per diem expenses.

Budget: WHF 1998: US\$ 5,000

A.7 Additional physical storage capacity within the World Heritage Centre to accommodate the nomination dossiers of newly inscribed sites. This storage facility will also be equipped as a repository for slides, transparencies, CD's, CD ROMs, video cassettes...

Budget: WHF 1998: US\$ 3,000  
 WHF 1999: US\$ 2,000

A.8 Equipment:

- Portable LCD Multimedia Projector which can be taken on mission to States Parties for demonstration of the enhanced Communication.

Budget: RP. (WHC): US\$ 3,150

- Laptop computer to accompany the multimedia projector on field missions. It will also be used to undertake the inventory of documents noted in item A.3, above.

Budget: WHF 1998: US\$ 3,000

- Video Beta SP player UVW 1200 to enable the Centre to make VHS copies of films on World Heritage sites to States Parties and other institutions made available by the media partners (German Consortium in particular) as a part of the Centre's aim to diffuse information.

Budget: WHF 1998: US\$ 6,000

<b>Subtotal budget A.8</b>	<b>RP (WHC):,</b>	<b>US\$ 3,150</b>
	<b>WHF 1998:</b>	<b>US\$ 9,000</b>
	[WHF (1997)	US\$ 55,000]
<b>TOTAL BUDGET A:</b>	<b>RP (WHC) 1998:</b>	<b>US\$ 13,150</b>
	<b>WHF 1998:</b>	<b>US\$ 50,000</b>
	<b>WHF 1999:</b>	<b>US\$ 50,000</b>

## B. Information

### Objectives

As approved by the World Heritage Committee at its 20<sup>th</sup> session, the World Heritage Centre's information objective is to bring quality information materials to those who can enhance the implementation of World Heritage through public-awareness building. The production of core information, for different target

groups, has been the objective throughout 1997 and will continue as such in 1998. These materials serve to respond to requests from States Parties, National Commissions and UNESCO Field Offices who wish to support various public-awareness building activities, as well as to inform the media and the general public. World Heritage maps, brochures, posters and information sheets, as well as the slide show kit and itinerant exhibition produced by the Centre, serve as important tools complementing both the information made available through the World Heritage web site (see section C.) and the World Heritage information products developed by the World Heritage Centre and its media partners (see section D.)

In 1997, the printed information materials were particularly useful during special events and seminars, which included the Youth Forum held in Beijing, the events in France for the 25<sup>th</sup> anniversary of the Convention held on the occasion of the National Heritage Days (Journées du patrimoine) in September, and the Global Strategy meeting held in Suva, Fiji, as well as on the occasion of numerous ceremonies held by States Parties to commemorate the inscription of their sites on the World Heritage List (Pannonhalma, Hungary, the Aggtelek Karst and Slovak Karst, Hungary and Slovakia, Ravenna, Ferrara and Naples, Italy, Salzburg and Schönbrunn, Austria, Lednice-Valtice, Czech Republic, Meknes, Morocco, etc). Thirty certificates were delivered to World Heritage sites in 17 countries. The basic information kit has also been instrumental in responding to the numerous daily demands for information streaming into the Centre through mail, e-mail and telephone, as well as in inspiring the interest of the media into preparing feature articles, special supplements and television news and documentaries.

### **B.1 World Heritage Information Package**

In 1997, the following work was accomplished:

The World Heritage Information Package was developed in 1996-97 to provide quality World Heritage information materials adaptable for different uses and audiences, but particularly for the press and to stimulate on-site information activities.

- The World Heritage map and brochure was redesigned and printed in English (12,500 copies), French (6,500 copies) and Spanish (4,000 copies).
- A 4-part poster series on the WH Convention was produced (2,500 copies in total in English and French).
- The Information kit was translated into Spanish, updated in the English and French versions and produced in 10,000 copies in total.
- The World Heritage List, the World Heritage in Danger List and the States Parties List was updated (English and French).
- The Brief Descriptions of World Heritage sites were updated (English and French).

- Fee contract for the preparation of the draft Manual on the World Heritage Convention was issued for completion by April 1998 for initial review by the Bureau in June 1998.

In 1998 the following information activities are proposed:

To meet the growing demand for information materials on World Heritage the information package must be further developed and sent on a regular basis to UNESCO Field Offices, National Commissions and site managers, to serve as general information material for the public. The proposed 1998 version of the **Information package** includes :

B.1.1 The updated **World Heritage Folding Map and Brochure** printed in French (6,500 copies), English (12,500 copies) and Spanish in (4,000 copies). The budget includes the contract with the publisher and mailing costs.

Budget: WHF 1998: US\$ 33,000  
WHF 1999: US\$ 38,000

B.1.2 The updated **World Heritage Information Kit**, printed in French (4,000 copies), English (4,000 copies) and Spanish in (2,000 copies). The budget includes the contract with the printer and mailing costs.

Budget: WHF 1998: US\$ 15,000  
WHF 1999: US\$ 20,000

B.1.3 The updated **basic information documents** and forms (including the Brief Descriptions, the World Heritage List, List of States Parties, Convention, Nomination Form, International Assistance forms etc.). The budget includes costs for editing, printing and mailing.

Budget: WHF 1998: US\$ 8,000  
WHF 1999: US\$ 8,000

B.1.4 A series of three new **posters** (2,000 copies in total) on World Heritage in English and French (e.g. cultural landscapes, industrial heritage, fossil sites). The budget includes production and mailing costs.

Budget: WHF 1998: US\$ 13,000  
WHF 1999: US\$ 19,000

**Sub-total B.1: WHF 1998: US\$ 69,000**  
**WHF 1999: US\$ 85,000**

## **B.2 Exhibitions and special events**

In 1997 the following work was accomplished:

- The World Heritage Slide Pack, consisting of photo and text slides, was developed in English

- The traveling 25<sup>th</sup> Anniversary Exhibition, an easily transportable exhibition on the World Heritage conservation process in English was completed
- Information support to conferences, seminars, special events for the 25<sup>th</sup> Anniversary of the Convention and WH plaque ceremonies in some 30 countries.
- As a part of the World Heritage Centre's aim to inform the general public and hold exhibits about the World Heritage Convention, the Centre will co-operate with a Swedish company, Big Image Systems, specialised in a new printing technology on large format fabric, at no cost to the Centre, in holding an International World Heritage Exhibition.

In 1998 the following activities are proposed:

B.2.1 Translation of the **slide pack** into French and Spanish and duplication into 160 slide kits, or one set for each State Party. US\$ 5,000 from the Regular Programme have been budgeted to co-finance with other UNESCO sectors logistics costs for the **World Heritage exhibitions at Headquarters requested by States Parties** in Paris. The budget includes reproduction, translation and mailing costs.

Budget:	RP (WHC) 1998:	US\$ 5,000
	WHF 1998:	US\$ 18,000
	WHF 1999:	US\$ 15,000

B.2.2 Translation of the **traveling exhibition** into French and Spanish. US\$ 5,000 from the Regular Programme are proposed to cover translation costs. The budget includes reproduction and mailing costs.

Budget:	RP (WHC) 1998:	US\$ 5,000
	WHF 1998:	US\$ 8,000
	WHF 1999:	US\$ 5,000

<b>Sub-total B.2:</b>	<b>RP (WHC) 1998 :</b>	<b>US\$ 10,000</b>
	<b>WHF 1998 :</b>	<b>US\$ 26,000</b>
	<b>WHF 1999 :</b>	<b>US\$ 20,000</b>

### B.3 Publications

#### 1997 publications

- Three issues of the World Heritage Review were published in the period January - November 1997 (in English, French and Spanish: 10,000 copies in total for each issue) under a co-editing agreement between San Marcos and the UNESCO Publishing Office. With the involvement of Editions Fatou for the French-language version, distribution of 17,000 copies is guaranteed starting in October 1997. A Spanish editor has also signed for the distribution of 20,000 copies in Spanish speaking countries. Negotiations are underway with a U.K.-based and a U.S.-based publishing house, which would substantially increase the distribution. The photo competition launched in 1997 by UPO with support

from Lufthansa and the Hilton Hotel, is expected to result in an increase of subscriptions.

- Four issues of the World Heritage Newsletter (5,000 copies each) were printed in English and French, in addition to 15 issues of WHNEWS (as of 15 October 1997) in the electronic mail edition.
- Special regional publications, brochures and booklets, are a valuable tool in helping to implement the World Heritage Convention in various regions. A brochure on World Heritage sites in Cuba was produced in a Spanish/French edition (1000 copies).
- The World Heritage Desk Diary 1998 (co-edited by UNESCO and San Marcos) was produced in a new semi-hard cover version in 10,000 copies.

In 1998 the following activities are proposed:

B.3.1 To prepare the **World Heritage Review** and to improve its quality, it is necessary to subcontract the editing of the articles in both the French and the English versions. On the basis of US\$ 10,000 per issue of the Review, for coordination and editing, a total of US\$ 25,000 is required from UNESCO Regular Programme and the World Heritage Fund.

Partners: Ediciones San Marcos, Editions Faton, UNESCO Publishing Office

Budget:	RP (WHC) 1998:	US\$ 5,000
	WHF 1998:	US\$ 20,000
	WHF 1999:	US\$ 20,000

B.3.2 Six issues of the **World Heritage Newsletter** are planned for printing in 1998, along with 24 issues in the electronic version (WHNews). The budget includes editing, printing and mailing costs.

3 W/ms

Partners: Individual contributors, WHIN partners

Budget:	WHF 1998:	US\$ 30,000
	WHF 1999:	US\$ 30,000

B.3.3 To prepare, publish and distribute a brochure on World Heritage sites in the African region.

1 w/m

Partners: To be identified

Budget:	WHF 1998:	US\$ 5,000 (seed money)
	WHF 1999:	US\$10,000 (seed money)

B.3.4 The 1999 version of the **World Heritage Desk Diary** will continue to be co-produced by UNESCO Publications (UPO) and Ediciones San Marcos. The WH Fund input represents support for 1/3 of the production cost and will ensure 600 copies for free distribution to States Parties and WH site managers, as well as mailing costs. Revenues and costs will be shared with UNESCO Publishing Office. In 1996, earmarked income from royalties represented US\$ 5,058.

1 m/m

Partners: Ediciones San Marcos, UNESCO Publishing  
Budget: WHF 1998: US\$ 15,000  
WHF 1999: US\$ 15,000

**Sub-total B.3:**

RP (WHC) 1998: US\$ 5,000  
WHF 1998: US\$ 70,000  
WHF 1999: US\$ 75,000

**TOTAL BUDGET B :**

[1997 WHF budget: US\$ 132,000]  
RP (WHC) 1998: US\$ 15,000  
WHF 1998: US\$ 165,000  
WHF 1999: US\$ 180,000

**C. Internet and World Heritage Information Network (WHIN)**

**Objectives:**

As of late June, the World Heritage Web site, containing over 2000 documents, was receiving more than 10,000 requests per week.

In 1997, the following work was accomplished:

- Development of World Heritage Web Pages in French
- Completion of web archive with all Committee and Bureau reports
- International Assistance reports added to web site
- World Heritage in Danger descriptions published
- New sites inscribed
- Development of a template for a redesigned web site.

In 1998, the following work activities are proposed. The work will be carried out entirely under fee and consultant contracts.

C.1 The template for the redesigned World Heritage web site developed in 1997 will be implemented in 1998, converting the existing web pages to the new design.

W/M: 4

WHF 1998: US\$ 25,000

C.2 Annual update of web pages reflecting decisions of the Committee regarding World Heritage List, List in Danger, Report of the Committee, and selected working documents for public web site.

W/M: 1

WHF 1998: US\$ 2,000  
WHF 1999: US\$ 5,000

- C.3 World Heritage Information Network (WHIN)  
W/M: 0.5
- WHF 1998: US\$ 15,000  
WHF 1999: US\$ 25,000
- C.4 Co-ordination of inclusion of shared WHC/ICOMOS/WCMC database on the web server. This project, a holdover from 1997, awaits the conclusion of work by our partners.
- Partners: WCMC, ICOMOS  
Budget: WHF 1998: US\$ 5,000  
WHF 1999: US\$10,000
- C.5 Development and update of new pages for World heritage in Danger, Global Strategy, Cultural Landscape, Frequently Asked Questions  
W/M: 2,5
- Partners: IUCN, WCMC, ICOMOS  
Budget: WHF 1998: US\$ 10,000  
WHF 1999: US\$ 20,000
- C.6 Development of database for, and maintenance of web pages for international assistance  
W/M: 3
- Budget: WHF 1998: US\$ 13,000  
WHF 1999: US\$ 25,000

**TOTAL BUDGET C:**

[WHF 1997: US\$ 44,000]  
**WHF 1998: US\$ 70,000**  
**WHF 1999: US\$ 85,000**

**D. Self-financing programme on partnerships with the media, multimedia and publishers**

**Objectives:**

The World Heritage Centre has developed partnerships with the media, multimedia and publishers to reach a larger portion of the interested public all around the world through television programmes and Internet as well as specialised publications such as the World Heritage encyclopaedias as well as illustrated « coffee table books ». The emphasis must now be put on enlarging the current number of media partners in order to continue the production of World Heritage films beyond the present 100 sites by the German Consortium, the 100 by the two Japanese T.V. companies, and 20 films produced by China Beijing TV, and to aim for the coverage of all sites on the World Heritage List. Efforts to

negotiate co-productions of various language editions of existing World Heritage publications, as well as to support new productions, particularly in developing countries will be strengthened.

Co-operation for the development of the Planetary Dialogues Internet project initiated in 1997 will also be continued.

In 1996, **US\$313,118.00** were received as income from projects with media partners. Approximately half of that sum was earmarked for servicing to be provided to the media partners and the other half was non-earmarked for the World Heritage Fund. In 1997, a sum of **US\$ 233,000** is expected as earmarked income for servicing and **US\$ 201,000** as non-earmarked contribution for the World Heritage Fund. The expected 1997 earmarked income US\$233,000 for servicing is proposed to fund the budget of this self-financing programme for media related activities in 1998, notably for the employment of consultants and to issue fee contracts for specific needs such as for verification of texts and scripts. This servicing income includes **US\$93,000** from the sponsors of "Planetary Dialogues" in 1997.

In addition to the US\$ 233,000 expected to be received in 1997 for servicing, US\$10,000 is requested under the 1998 proposed budget for the Documentation, Information and Education Programme to finance development of partnerships with developing countries.

1997 accomplished and 1998 proposed activities (by partner):

**Film Productions**

***Euro-Media - German Film Consortium for SWF, ARD, and ZDF***

Close to 100 films of 15 minutes each on World Heritage sites as a part of the series entitled "Treasure of the World - Heritage of Mankind" have been produced by the German Film Consortium in co-operation with the World Heritage Centre. Many of these films have already been broadcast on the channel 3SAT in Germany, Switzerland and Austria. In addition to the German version, French, English and Spanish versions of the films will be produced and all films will be completed by the end of March 1998.

Negotiations with the German Film Consortium in 1997 have resulted in their agreeing to developing the Film Consortium as an international one, opening the partnership to producers and broadcasters of other countries. To benefit national television companies unable to invest in the Film Consortium partnerships nor to purchase at market price the right to broadcast the films, the Centre will enhance its role in negotiating low-cost broadcast rights of the World Heritage film series or to seek appropriate partnership agreements.

A new agreement is currently under negotiation for the production of further films on World Heritage sites.

Financial status of project:

<b>1996</b> earmarked income for servicing:	US\$ 91,496.00
<b>1997</b> expected earmarked income for servicing:	US\$ 90,000.00
<b>1998</b> expected earmarked income for servicing will be dependent on the number of films produced in 1998 which remains to be determined by a new contract.	

***Walk Associates Ltd. (Japan)***

The series of 50, 10-minute films on World Heritage sites produced by Walk Associates Ltd. under agreement with the World Heritage Centre will be completed by the end of 1997. The current agreement between Walk Associates Ltd. and the World Heritage Centre enables Walk Associates to distribute these films in any format within the Japanese territory and Walk Associates Ltd. will be launching a home video package of the collection of films produced in 1998. Negotiations are currently underway enabling Walk Associates Ltd. to distribute the films outside of Japan and the terms of a new contract for a second series of films are being discussed.

Financial status of project:

<b>1996</b> non-earmarked income:	US\$ 38,835.00
<b>1997</b> expected non-earmarked income:	US\$ 35,000.00
<b>1998</b> expected non-earmarked income will be dependent on the elaboration of a new contract with Walk Associates.	

***National Federation of UNESCO Associations of Japan  
(NFUAJ)***

A weekly 30 minute programme on World Heritage sites produced by Tokyo Broadcasting System (TBS) to be transmitted in Japan on various TBS network stations was launched in April 1996. This programme includes a Fund Raising Campaign for the World Heritage Fund. 82 films have been produced since 1996 and the agreement between NFUAJ and the World Heritage Centre is automatically renewed every year unless either party cancels on 3 months notice before renewal.

Financial status of project:

<b>1996</b> earmarked income for servicing:	US\$ 30,000.00
<b>1996</b> non-earmarked income:	US\$ 30,000.00
<b>1997</b> expected earmarked income for servicing:	US\$ 30,000.00
<b>1997</b> expected non-earmarked income:	US\$ 30,000.00
<b>1998</b> expected earmarked income for servicing:	US\$ 30,000.00
<b>1998</b> expected non-earmarked income:	US\$ 30,000.00

## ***China Beijing TV***

China Beijing TV has produced a series of 20, 20-minute films on World Heritage sites as a part of the China Beijing TV series entitled "Common Heritage of Mankind" in co-operation with the World Heritage Centre. All films produced by China Beijing TV in co-operation with the World Heritage Centre were completed in April 1997.

### Financial status of project:

Total WH Fund grant to the project: US\$ 20,000.00  
no income to the WHF is expected

## **Multimedia Internet World Heritage Information Project**

### **Netizens' Dialogue/Planetary Dialogues (Japan, USA, Sweden)**

As adopted by the 20th session of the World Heritage Committee as one element of the media and publishing activities, the Netizen's multimedia Internet Project is now on line in an initial pilot phase as scheduled. Now reconfigured as «Planetary Dialogues», this Internet project retains the same sponsors (ASCII Corporation, Zero Emissions Research Initiative-ZERI). The sponsors have agreed to fully fund and undertake to design, develop and present original multimedia (audio, animated imagery, text, graphics and realtime film clips) World Heritage information on the Internet at no cost to UNESCO or the World Heritage Fund. After further analysis early in the one year pilot phase, it was mutually determined that the original work programme and schedule was overly ambitious and the communications systems level on some sites proved technically problematic. Therefore, a modified agreement to reflect the necessary changes, reduce the number of web sites to be produced in 1997. The increased project validation costs incurred by the Centre will be covered by the sponsors through a servicing fee. The project is now called Planetary Dialogues to reflect the interactive nature of the global information diffusion and communications.

The intent of this project is to provide a complementary multimedia information service via the Internet to the public. This information service will increase public awareness, understanding and appreciation of World Heritage site significance and values at an unprecedented global scale of anticipated millions of web page visitors for selected World Heritage sites. Participating States Parties will further benefit at no cost from the direct transfer of leading-edge computer technology, the provision of software capability and training in multimedia Internet production capability provided by the sponsors. Planetary Dialogues World Heritage multimedia web pages developed with the full cooperation of the participating States Parties may now be reviewed for the World Heritage sites of Salzburg, Austria; Borobudur, Indonesia; Hiroshima, Japan at Internet address

[www.Planetary-Dialogues.com]. Production of additional multimedia webpage material is taking place in Jordan and scheduled to come on line in November 1997. Participating States Parties have indicated an enthusiastic response to the Planetary Dialogues project and have plans to continue to expand the World Heritage Internet information service.

Financial status of project:

1996 income	None
1997 expected earmarked income for servicing:	US\$ 93,000.00
1998 expected earmarked income for servicing:	US\$ 126,000.00

**Publications**

***Verlagshaus Stuttgart (Germany) and Plaza y Janes (Spain)***

The World Heritage Centre signed an agreement with Verlagshaus Stuttgart and Plaza y Janes in 1994 to prepare jointly an encyclopaedia edition (12 volumes) based on the World Heritage sites listed in January 1995. The original texts of the encyclopaedia are produced by Verlagshaus Stuttgart in German and then they are translated into Spanish by Plaza y Janes. The complete collection of the 12 volumes is to be completed before the end of 1997.

Financial status of project:

1996 non-earmarked income:	US\$ 28,961.00
<i>Under the existing terms of the contract, the following income is expected:</i>	
1996 expected non-earmarked income:	US\$ 50,000.00
1997 expected non-earmarked income:	US\$ 66,000.00
1998 expected non-earmarked income:	US\$ 66,000.00

***Kodansha (Japan)***

As a result of an agreement between Kodansha, Verlagshaus Stuttgart, Plaza y Janes and the World Heritage Centre, Kodansha publications has produced the following volumes of the Japanese version of the encyclopaedia.

vol 10: Southern Europe  
vol 8: Western Europe  
vol 1: North America  
vol 6: Southeast Asia and Pacific  
vol 12: East and Southern Africa  
vol 2: Central America  
vol 7: North and Central Europe  
vol 9: Southeast Europe

Volume 5 (Indian Subcontinent) will be published in November, volume 11 (Northwest Africa) in January 1998, volume 3 (Middle East) in March 1998 and volume 4 (East Asia/Russia) in May 1998.

Financial status of project:

No income was planned or expected in 1996.

Sales of the encyclopaedia began in 1997.

Royalties:

Up to 275,000 encyclopaedias sold: 4% of sales price

More than 275,000 encyclopaedias sold: 5% of sales price

***Kobi Graphics (Japan)***

Kobi Graphics has produced, under agreement with the World Heritage Centre, a Corporate Calendar and World Heritage Youth Calendar for Panasonic illustrating World Heritage sites for 1997 and 1998 and has started to plan for the 1999 edition.

Financial status of project:

<b>1996</b> non-earmarked income:	US\$ 50,000.00
<b>1997</b> expected non-earmarked income:	US\$ 50,000.00
<b>1998</b> expected non-earmarked income:	US\$ 50,000.00

***Frederking and Thaler (Germany)***

Frederking and Thaler Publishing Company has published under agreement with the World Heritage Centre a second edition of their book entitled "Schatze der Menschheit" in March 1997 as well as a new book "Naturerbe" in October 1997.

Financial status of project:

<b>1996</b> income:	None
<b>1997</b> expected earmarked income for servicing:	US\$ 20,000.00
<b>1997</b> expected non-earmarked income:	US\$ 20,000.00
<b>1998</b> expected income:	None

***InterGovernmental Philatelic Corporation - IGPC, (USA)***

In 1996, the IGPC based in New York, produced a series of stamps on World Heritage sites to celebrate the 50th anniversary of UNESCO.

Financial status of project:

<b>1996</b> non-earmarked income:	US\$ 20,000.00
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No income is expected for 1997 or 1998.

***Fabrica Nacional de Moneda y Timbre - FNMT***

UNESCO signed an agreement with the Spanish coin manufacturers, FNMT, to mint and distribute two series of commemorative coins on the occasion of the 50th anniversary of UNESCO. The first series of coins was launched in 1996 and the second series was launched in October 1997. The royalties from this programme have been contributed to a special coin account established by UNESCO. The expected amount for 1997 is US\$ 123,000. This sum is not contributed to the World Heritage Fund.

### ***Harper MacRae (Australia)***

The World Heritage Centre signed an agreement with Harper MacRae Publishers to produce a World Heritage promotional stamp product including a book to be entitled "Masterworks of Man and Nature" and set of stamps, a World Heritage information kit with a 48 page booklet, stationery, posters, to develop a perennial promotional product and to market additional publications produced by Harper MacRae.

This contract was signed by both Parties in August 1996 and stated that Harper MacRae was to submit to UNESCO for its approval a detailed plan of action within thirty days of the signing of the agreement. The schedule was not respected by Harper MacRae and due to the very slow evolution of this partnership, the World Heritage Centre has expressed the wish to cancel this contract in accordance with article 26 of the agreement whereby UNESCO shall be entitled by notice to Harper MacRae to suspend in whole or in part or to terminate this agreement on account of a) failure to rectify within thirty days any breach of Harper MacRae's obligations.

#### Financial status of project:

No income is expected.

#### **TOTAL BUDGET D :**

[WHF 1997 :	US\$ 2,000]
<b>WHF 1998 :</b>	<b>US\$ 10,000</b>
<b>WHF 1999 :</b>	<b>US\$ 10,000</b>
<b>Expected earmarked income for servicing in 1998 :</b>	<b>US\$ 233,000</b>
Expected non-earmarked income in 1998 :	US\$ 201.000

**AGREEMENTS WITH MEDIA and PUBLISHING PARTNERS SIGNED BEFORE 1997  
(1996 income)**

Contract N°	Partner	Signed by	Date of signature	Duration of contract	Description	Income foreseen	Servicing	Earmarked payment received in 1996 (US\$)	Non-earmarked payment received in 1996 (US\$)
1	<b>Euro-Media</b> (German Film Consortium) Represented by Sudwestfunk	WHC	28/02/95	According to production of 104 films	104 TV films of 15 minutes shot on 35 mm film of which 100 will be complete by March 1998	104 films x DM 3,000 US\$ 91,496 received in 1996, i.e. the equivalent of 51 films.	100%	91,496.00	-
2	<b>Walk Associates Ltd.</b>	WHC	08/11/96	Upon completion of 50 films	50 films of 10 minutes shot on 35 mm film to be distributed as a home video product	200,000 FF at signature. Contract renewable after first 50 films.	None	-	38,835.00
3	<b>NFUAJ</b> In co-operation with Tokyo Broadcasting System	WHC	16/02/96	Automatically renewable every year upon 3 months notice from either Party	A weekly television programme broadcast on TBS. 48 programmes to be produced per year	US\$ 60,000 (of which US\$ 30,000 earmarked for servicing.	Yes	30,000.00	30,000.00
4	<b>China Beijing TV</b>	WHC	24/02/95	Upon completion of films December 1996	A series of 20 films of 20 minutes as part of the China Beijing TV series " Common Heritage of Mankind "	None	None	-	-
5	<b>Verlagshaus Stuttgart</b> (Germany) with <b>Plaza y Janes</b> (Spain)	UPO	06/10/94	According to volume distribution	An encyclopaedia in 12 volumes, launched in January 1997 in Germany, Spain and Japan in 3 language versions.	DM 50,000 upon signature, DM 25,000 Dec 1995 ; DM 75,000 Dec 1996 ; DM 100,000 Dec 1997 ; DM 100,000 Dec 1998 ; DM 100,000 Dec 1999.	None	-	28,961.00
6	<b>Kodansha</b> (contract derived from Verlagshaus Stuttgart)	UPO	27/09/93	According to volume distribution	An encyclopaedia in 12 volumes in Japanese.	Up to 275,000 copies, 4% of sales price, and over 275,000 copies, 5% of sales price. No income in 1996, sales commenced in 1997.	None	-	-
7	<b>Kobi Graphics</b> for Panasonic-Matsushita	WHC	22/10/96	1997-1999	Corporate Calendar and World Heritage Youth Calendar for the years 1997-1999	7% of sales price with a minimum guarantee of US\$ 50,000 plus 1,000 copies of the corporate calendar and 5,000 copies of the youth calendar.	None	-	50,000.00
8	<b>Harper MacRae</b> (Australia and USA)	WHC	23/08/96	According to level of distribution.	Publications on World Heritage. International philatelic campaign, Information kit, perennial promotional product.	3% of net sales of the publications. Remaining income : 35% up to US\$ 3,500,000, beyond this sum 75%. Income foreseen only in 1998.	None	-	-
9	<b>IGPC</b> — InterGovernmental Philatelic Corporation (New York USA)	WHC	06/08/96	1997	A series of stamps on World Heritage sites produced in 21 countries.	US\$ 20,000	None	-	20,000.00
10	<b>INCAFO</b> Spain	UPO			World Heritage collection (English, French, Spanish).	1/6 sales price received from UPO	None **	17,598.00	-
11	<b>INCAFO</b> Spain	UPO			1995 World Heritage Diary	Royalties	None **	5,058.00	-
12	<b>Ed. TIEMPO</b> Spain	UPO			Supplement of "Tiempo" on World Heritage. In collaboration with UPO.	Royalties	None	-	1,170.00
13	<b>INCAFO</b> (taken over by Ediciones San Marcos)	UPO	12/12/96 with Ediciones San Marcos	Renewable	World Heritage Review. Published in three languages: English, French, Spanish.	10% of net income and 30% of publicity income. No revenue in 1996.	None	-	-
<b>TOTAL</b>								<b>144,152.00</b>	<b>168,966.00</b>
<b>GRAND TOTAL</b>								<b>313,118.00</b>	

Notes:

\* All contracts to be continued in 1997 except N° 12 Ediciones Tiempo Spain

\*\* Contracts without servicing but cost-sharing for production required from income

## NEW CONTRACTS WITH MEDIA AND PUBLISHING PARTNERS in 1997

<b>Contract N°</b>	<b>PARTNER</b>	<b>Date of signature</b>	<b>Duration of contract</b>	<b>Description</b>	<b>Total income foreseen from contract</b>	<b>Servicing</b>
1	<b>Frederking and Thaler</b>	16/01/97	Upon publication of 2 books : Naturerbe and Schatze der Menschheit.	A new book project entitled Naturerbe and reprint of Schatze der Menschheit.	DM 40,000 of which 50% for servicing. Payments scheduled in 1997.	Yes
2	<b>Netizens' Dialogue / Planetary Dialogues</b>	05/03/97 16/10/97	According to production schedule of web sites	Special Internet website.	US\$ 93,000 is expected in 1997 for servicing and quality control and US\$ 126,000 is expected in 1998 also for servicing.	Yes

Notes :

No income from the above contracts in 1996.

Income is foreseen from the above contracts in 1997.

**AGREEMENTS WITH MEDIA AND PUBLISHING PARTNERS**  
**1997 and 1998 expected income**

<b>Contract N°</b>	<b>Partner</b>	<b>Total income foreseen from contract</b>	<b>Expected earmarked income for 1997 (US\$)</b>	<b>Expected non-earmarked income for 1997 (US\$)</b>	<b>Expected earmarked income for 1998 (US\$)</b>	<b>Expected non-earmarked income for 1998 (US\$)</b>
1	<b>Euro-Media</b> (German Film Consortium) Represented by Sudwestfunk	104 films x DM 3,000 US\$ 91,496 received in 1996, i.e. the equivalent of 51 films.	90,000.00	-	Dependent upon negotiations of new contract	-
2	<b>Walk Associates Ltd.</b>	200,000 FF at signature. Contract renewable after first 50 films.	-	35,000.00	-	Dependent upon negotiations of new contract
3	<b>NFUAJ</b> In co-operation with Tokyo Broadcasting System	US\$ 60,000 (of which US\$ 30,000 earmarked for servicing.	30,000.00	30,000.00	30,000.00	30,000.00
4	<b>China Beijing TV</b>	None	-	-	-	-
5	<b>Verlagshaus Stuttgart</b> (Germany) with <b>Plaza y Janes</b> (Spain)	DM 50,000 upon signature, DM 25,000 Dec 1995 ; DM 75,000 Dec 1996 ; DM 100,000 Dec 1997 ; DM 100,000 Dec 1998 ; DM 100,000 Dec 1999.	-	66,000.00	-	66,000.00
6	<b>Kodansha</b> (contract derived from Verlagshaus Stuttgart)	Up to 275,000 copies, 4% of sales price, and over 275,000 copies, 5% of sales price. No income in 1996, sales commenced in 1997.	-	royalties	-	royalties
7	<b>Kobi Graphics</b> for Panasonic-Matsushita	7% of sales price with a minimum guarantee of US\$ 50,000 plus 1,000 copies of the corporate calendar and 5,000 copies of the youth calendar.	-	50,000.00	-	50,000.00
8	<b>Harper MacRae</b> (Australia and USA)	3% of net sales of the publications. Remaining income : 35% up to US\$ 3,500,000, beyond this sum 75%. Income foreseen only in 1998.	-	-	None	None

**AGREEMENTS WITH MEDIA AND PUBLISHING PARTNERS**

## 1997 and 1998 expected income

Contract N°	Partner	Total income foreseen from contract	Expected earmarked income for 1997 (US\$)	Expected non-earmarked income for 1997 (US\$)	Expected earmarked income for 1998 (US\$)	Expected non-earmarked income for 1998 (US\$)
9	IGPC — InterGovernmental Philatelic Corporation (New York USA)	US\$ 20,000	None	None	None	None
10	*INCAFO Spain for the World Heritage collection	1/6 sales price received from UPO	-	-	None	None
11	*INCAFO Spain (now Ediciones San Marcos) for the World Heritage Diary	Royalties	Royalties	-	Royalties	-
12	INCAFO (taken over by Ediciones San Marcos) for the World Heritage Review	10% of net income and 30% of publicity income. No revenue in 1996.	-	-	-	-
13**	<b>Frederking and Thaler</b>	DM 40,000 of which 50% for servicing. Payments scheduled in 1997.	20,000.00	20,000.00	-	-
14**	<b>Netizens' Dialogue / Planetary Dialogue</b>	US\$ 93,000 is expected in 1997 for servicing and US\$ 126,000 is expected in 1998 also for servicing.	93,000.00	-	126,000.00	-
<b>TOTAL</b>			<b>233,000.00</b>	<b>201,000.00</b>	<b>156,000.00</b>	<b>146,000.00</b>

Notes:

\* Contracts without servicing but cost-sharing for production required from income

\*\* 1997 new contracts with income foreseen in 1997.

## **E. World Heritage Education - Young People's Participation in World Heritage Preservation and Promotion**

In 1994 the UNESCO World Heritage Centre and the UNESCO Associated Schools Project Network (ASPnet) launched an **Interregional World Heritage Education Pilot Project** in response to the need to encourage and educate young people to care for World Heritage properties. In 1994 and 1995 UNESCO (with extrabudgetary assistance from the Rhône-Poulenc Foundation) contracted 25 countries to develop World Heritage Education in schools and organize extra-curricular activities such as visits to World Heritage sites. In June 1995 the First World Heritage Youth Forum was held in Bergen, Norway.

The success of the Pilot Project led to its designation, as a Medium-Term (1996-2001) "Special Project", by the UNESCO General Conference in November 1995. The six-year special project, **Young People's Participation in World Heritage Preservation and Promotion** has now been launched in three regions of the world with financial support from the Norwegian Agency for Development Cooperation (NORAD), the Rhône-Poulenc Foundation, the World Heritage Fund and the UNESCO Regular Programme. World Heritage Education has been introduced into secondary school classrooms (through UNESCO's Associated Schools Project Network, ASPNet) in some 90 countries in Europe, English-speaking Africa and the Asia-Pacific region.

### **Objectives and priorities**

The overall Project **aim** is to ensure that an increased awareness, knowledge and understanding of the importance of World Heritage properties and of World Heritage conservation is introduced into secondary school classrooms throughout the world. This is to be achieved by gradually integrating World Heritage Education into secondary school curricula.

The Project has four main **objectives**:

1. to develop new and effective educational approaches, methods and materials to introduce/reinforce World Heritage Education in the curricula in the vast majority of UNESCO Member States;
2. to promote awareness of the importance of the World Heritage Convention amongst young people and to involve them more in World Heritage conservation and the sharing of views and proposals amongst them and decision-makers;
3. to encourage young people to acquire skills necessary to conserve World Heritage properties; and,
4. to create a new synergy amongst educators, teachers, curriculum developers, heritage experts, environmental specialists, etc. from local to global levels.

For the 1998, the World Heritage Education Project has four main **priorities**:

1. to organize regional and international World Heritage Youth Fora and ensure regional consolidation in regions where Youth Fora have taken place previously;
2. to translate, distribute and experiment the World Heritage Education Teacher's Resource Kit for secondary school teachers;
3. to develop human resources with expertise in World Heritage Education through teacher-training courses; and,
4. to establish and operate an international, coordinating and evaluation structure to ensure the qualitative and quantitative development of the Project.

### **E.1 World Heritage Youth Fora**

Following the three World Heritage Youth Fora held in 1995 and 1996 (Bergen, Norway; Dubrovnik, Croatia; and Victoria Falls, Zimbabwe), the first **Asia and Pacific World Heritage Youth Forum** was held in Beijing, China from 15-21 September 1997. The Forum was organized at the kind invitation of the Chinese National Commission for UNESCO and with the support of the World Heritage Fund, NORAD and the Rhône-Poulenc Foundation. A total of **100 students and teachers** from **20 countries** in Asia and the Pacific, including 25 Chinese students and teachers, participated in this activity.

Special sessions were organized for students and teachers. Teachers exchanged their views on how to involve more young people in World Heritage conservation and how to introduce World Heritage education into school curricula. Recommendations for future activities (teacher training) at sub-regional and national levels were proposed by the teachers and recommendations for young visitors and site managers were submitted by the students (see **Annex I**).

Field excursions were arranged for the participants to visit some of the World Heritage sites in China such as the Great Wall, the Imperial Palace of the Ming and Qing dynasties, the Peking Man Site at Zhoukoudian and two sites nominated for inscription on the UNESCO World Heritage List, the Summer Palace and Temple of Heaven in Beijing.

The Forum received wide coverage by the Chinese media. It is planned that a 25-metre long 'World Heritage Scroll' painted by the students who participated in the Youth Forum will be exhibited during the 29th session of the UNESCO General Conference in Paris in November 1997.

It is proposed that a regional **World Heritage Youth Forum** be held in **Francophone Africa in 1998** and thanks to a kind offer from the Osaka Junior Chamber of Commerce, an international Youth Forum in **Japan in 1998**. In **1999 Youth Fora** are proposed to be held in the **Arab States and Latin America and the Caribbean**.

#### **E.1.1 Regional World Heritage Youth Forum, Francophone Africa, 1998**

Partners: States Parties, Advisory Bodies, UNESCO  
Education Sector, Rhône-Poulenc Foundation, NORAD  
Budget: RP (WHC) 1998: US\$ 20,000 (decentralized to  
UNESCO Field Office in Francophone Africa)  
WHF 1998: US\$ 10,000  
NORAD 1998: US\$ 50,000  
Rhône-Poulenc Foundation 1998: US\$20,000  
(indicative)

**E.1.2 International World Heritage Youth Forum, Japan, 1998** to be sponsored by the Osaka Junior Chamber of Commerce.

Partners: Osaka Junior Chamber of Commerce, States  
Parties, Advisory Bodies, UNESCO Education Sector  
Budget: WHF 1998: US\$ 5,000  
RP (WHC) 1998: US\$ 5,000  
Osaka Junior Chamber of Commerce: Sponsorship to be  
further negotiated.

**E.1.3** In 1999 **World Heritage Youth Fora** will be held in Latin America and the Caribbean and the Arab States.

Partners: States Parties, Advisory Bodies, UNESCO  
Education Sector, Rhône-Poulenc Foundation, NORAD  
Budget: RP (WHC) 1999: US\$ 17,500 (decentralized to UNESCO  
Field Office in Latin America and the Caribbean and the  
Arab States)  
WHF 1999: US\$ 50,000  
NORAD 1999: US\$ 100,000  
Rhône-Poulenc Foundation 1999: US\$60,000  
(indicative)

**E.1.4 Consolidation of the World Heritage Education Project in Europe**

In 1998 and 1999 it is expected that the Rhône-Poulenc Foundation will provide sponsorship to further develop the Project in Europe, particularly in Eastern Europe. This will ensure consolidation of the World Heritage in Europe following on from the Youth Fora held in Bergen in 1995 and in Dubrovnik in 1996.

Partners: UNESCO Education Sector, Rhône-Poulenc  
Foundation, States Parties  
Budget: WHF 1998: US\$15,000  
WHF 1999: US\$15,000  
Rhône-Poulenc Foundation 1998: US\$ 40,000  
(indicative)  
Rhône-Poulenc Foundation 1999: US\$ 40,000  
(indicative)

**E.2 The World Heritage Education Kit**

In 1997 the UNESCO World Heritage Teacher's Education Resource Kit entitled **World Heritage in Young Hands** was finalized in English and French.

The 165 page Kit includes classroom and extra-curricular activities, photographs of World Heritage sites from all regions of the world and of project activities held to date, a colour poster and the following main sections:

- **Educational Approaches to World Heritage**
- **The World Heritage Convention**
- **World Heritage and Identity**
- **World Heritage and Tourism**
- **World Heritage and the Environment**
- **World Heritage and a Culture of Peace**
- **Resource Materials**

In addition to support from the World Heritage Fund, major sponsorship for the preparation of the Kit has been received from the Rhône-Poulenc Foundation.

In early January 1998 the Kit (2,500 copies in English and 1,500 copies in French) will be distributed to 4,000 ASP schools all around the world where it will be experimented under classroom conditions prior to its revision before commercial publication. It is proposed that the Kit be officially launched at a World Heritage property in France in early January 1998. To ensure maximum coverage of the completion and availability of the Kit, members of the press will be invited.

#### **E.2.1** Organization of an **official launch** of the World Heritage Education Teacher's Resource Kit

Partners: OPI, UPO, UNESCO Education Sector,  
members of the press  
Budget: WHF 1998: US\$2,000  
RP (WHC) 1998: US\$2,000

**E.2.2** It is proposed that at the end of 1997 work to produce, translate and distribute the Kit in **Spanish** and **Arabic** in 4,000 copies (2,500 in Spanish and 1,500 in Arabic) will commence. NORAD funds from 1997 (US\$50,000) will be supplemented by a smaller contribution from the World Heritage Fund.

Partners: UNESCO Education Sector, NORAD  
Budget: WHF 1998: US\$10,000

In future years, following any necessary update and revision, the Kit can be translated into other languages in cooperation with UNESCO National Commissions. Additional sponsorship will be required for this purpose.

**E.2.3** In 1998, to update the Kit produced in 1997, it will be necessary to add **new and supplementary resource materials** to the Kit (at least 4,000 copies of the 1998 World Heritage Maps, Brief



Partners: UNESCO Education Sector, University of Newcastle (UK), Advisory Bodies, UNESCO Field Staff, Professional heritage educators  
Budget: RP (ED) 1998: US\$ 2,500  
RP (WHC) 1998: US\$ 2,500  
WHF 1998: US\$ 6,000

**E.3.2** In order to train more specialists in the field of World Heritage Education at the tertiary level, **fellowships/bursaries** will be granted through a new MA degree at the University of Newcastle in the United Kingdom. The University of Newcastle World Heritage Education course will be used as an example for similar tertiary courses to be introduced at universities in other parts of the world. **Bursaries** to be supported in 1998 and 1999 will be funded by NORAD.

Partners: UNESCO Education Sector, NORAD, University of Newcastle  
Budget: NORAD 1998: US\$100,000  
NORAD 1999: US\$100,000

**E.3.3** In 1998 and 1999, **sub-regional teacher-training courses** will be organized to design strategies and national plans of action of the inclusion of World Heritage Education in the curricula, to plan the experimentation and evaluation for the Education Kit at the national level and to train teachers to use the Kit and to make proposals for national and sub-regional events for young people and teachers. The courses will provide training in World Heritage Education methodology, content, resource materials, as well as an overview of conservation skills and techniques in collaboration with archaeologists, ecologists etc.

In 1998 **six sub-regional teacher training courses** are planned, and in 1999 four are planned.

Partners: UNESCO Education Sector, NORAD, UNESCO Field Staff, States Parties  
Budget: RP (ED) 1998: US\$ 12,500  
RP (ED) 1999: US\$ 12,500  
RP (WHC) 1998: US\$ 10,500  
RP (WHC) 1999: US\$ 15,000  
NORAD 1998: US\$132,000  
NORAD 1999: US\$ 88,000

**E.3.4** Following each sub-regional course some seed money will be provided to Member States to support **National World Heritage Education Plans of Action**, which could include teacher-training courses, the setting up of World Heritage Education mobile teams, pilot projects to develop in-school and extra-curricular approaches to World Heritage Education, teacher-training courses, experimentation of the World Heritage Education Kit, production of material to include in future versions of the Kit etc.

In 1998 support will be provided for the development of eighteen **National World Heritage Education Plans** and in 1999 for eight.

Partners: UNESCO Education Sector, NORAD, UNESCO Field Staff, States Parties  
 Budget: RP (ED) 1998: US\$ 12,500  
           RP (ED) 1999: US\$ 12,500  
           RP (WHC) 1998: US\$ 5,000  
           RP (WHC) 1999: US\$ 15,000  
           NORAD 1998: US\$158,000  
           NORAD 1999: US\$ 72,000

#### E.4 Coordination and evaluation

**E.4.1** In order to ensure that the Project achieves its objectives, it is important to ensure solid coordination and monitoring of progress at the international level, to organise a frequent exchange and evaluation of results obtained and of the qualitative and quantitative development of the Project. An **International Steering Committee on World Heritage Education** will be established by the Director-General of UNESCO at the end of 1997 to provide advice and evaluation on the development and implementation of the Project up to the year 2001. Support for meetings of the Steering Committee is foreseen in **1998** and **1999**.

Meetings of the **International Steering Committee on World Heritage Education** are planned for **1998** and **1999**.

Partners: UNESCO Education Sector, NORAD  
 Budget: RP (ED) 1998: US\$ 2,500  
           RP (ED) 1999: US\$ 2,500  
           RP (WHC) 1998: US\$ 5,000  
           RP (WHC) 1999: US\$ 2,500  
           NORAD 1998: US\$10,000  
           NORAD 1999: US\$20,000

<b>TOTAL BUDGET E:</b>	WHF 1997:	US\$ 65,000
	RP (WHC) 1998:	US\$ 50,000
	RP (WHC) 1999:	US\$ 50,000
	RP (ED) 1998:	US\$ 30,000
	RP (ED) 1999:	US\$ 30,000
	WHF 1998:	US\$ 70,000
	WHF 1999:	US\$ 80,000
	<b>RHONE-POULENC FOUNDATION</b>	
	1998:	US\$ 100,000 (indicative)
	<b>RHONE-POULENC FOUNDATION</b>	
	1999:	US\$ 100,000 (indicative)
	NORAD 1998:	US\$ 490,000
	NORAD 1999:	US\$ 470,000
	<b>GRAND TOTAL 1998-1999</b>	<b>US\$1,470,000</b>

#### SUMMARY BUDGET

<b>TOTAL BUDGET A:</b>	RP(WHC)1998:	US\$ 13,150
<b>DOCUMENTATION</b>	WHF 1998:	US\$ 50,000
	WHF 1999:	US\$ 50,000

<b>TOTAL BUDGET B: INFORMATION</b>	<b>RP (WHC) 1998:</b>	<b>US\$ 15,000</b>
	<b>WHF 1998:</b>	<b>US\$ 165,000</b>
	<b>WHF 1999:</b>	<b>US\$ 180,000</b>
<b>TOTAL BUDGET C: INTERNET AND WHIN</b>	<b>WHF 1998:</b>	<b>US\$ 70,000</b>
	<b>WHF 1999:</b>	<b>US\$ 85,000</b>
<b>TOTAL BUDGET D: MEDIA</b>	<b>WHF 1998:</b>	<b>US\$ 10,000</b>
	<b>WHF 1999:</b>	<b>US\$ 10,000</b>
<b>TOTAL BUDGET E: EDUCATION</b>	<b>RP (WHC) 1998:</b>	<b>US\$ 50,000</b>
	<b>RP (WHC) 1999:</b>	<b>US\$ 50,000</b>
	<b>RP (ED) 1998:</b>	<b>US\$ 30,000</b>
	<b>RP (ED) 1999:</b>	<b>US\$ 30,000</b>
	<b>WHF 1998:</b>	<b>US\$ 70,000</b>
	<b>WHF 1999:</b>	<b>US\$ 80,000</b>
	<b>RHÔNE-POULENC 1998:</b>	<b>US\$100,000 (Indicative)</b>
	<b>RHÔNE-POULENC 1999:</b>	<b>US\$100,000 (Indicative)</b>
	<b>NORAD 1998:</b>	<b>US\$ 490,000</b>
	<b>NORAD 1999:</b>	<b>US\$ 470,000</b>
<b>GRAND TOTAL</b>	<b>RP (WHC) 1998:</b>	<b>US\$ 78,150</b>
	<b>RP (WHC) 1999:</b>	<b>US\$ 50,000</b>
	<b>RP (ED) 1998 :</b>	<b>US\$ 30,000</b>
	<b>RP (ED) 1999 :</b>	<b>US\$ 30,000</b>
	<b>WHF 1998:</b>	<b>US\$ 365,000</b>
	<b>WHF 1999:</b>	<b>US\$ 405,000</b>

<p><b><u>Decision required:</u> The Committee is requested to adopt the proposed World Heritage Documentation, Information and Education Programme.</b></p>
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## **ANNEX I**

### **Recommendations from the students who participated in the Asia-Pacific World Heritage Youth Forum Beijing, China, 15-21 September 1997**

We, the participants of the first Asia-Pacific World Heritage Youth Forum are here to express our views on the importance of preserving World Heritage.

We can appreciate and see all these sites because our forefathers preserved them for us and in turn, it is our duty to preserve these for our children, so they too can appreciate them and be inspired by them.

The world is moving so fast, and the majority of the people are rushing in to the 21st century forgetting their origins. Whereas it should be the other way around. We should appreciate our roots, our culture, and keeping that as a foundation. We should build our future.

During this week, students from different cultures, religions, languages, traditions, climates and foods came together to respect and to learn the importance of preserving World Heritage. We have pointed out some guidelines to ensure that the heritage is preserved for the future:

#### **1. Preparing the site**

- Train tour guides to be interesting and knowledgeable and speak various languages fluently (especially English).
- Commercial premises to be outside the main site.
- Bi-lingual sign-boards.
- Walking paths for the aged, children, handicapped, etc.
- Set up a fund where people can donate money to protect the site.
- Have green belts around the site and ensure that there are no industries nearby.
- Monitor the number of tourists entering the site so as to prevent damage to fragile areas.
- Involve local people in jobs e.g. cleaners, sentinels, etc.
- Have tourist brochures, posters, etc. and involve print and electronic media.
- More rubbish bins.

#### **2. Preparing the tourists**

- Give a short briefing to tourists about the history, architecture, etc.
- Raise awareness about heritage in our school, village, town, etc.
- Emphasize upon the rules of the site, such as cleanliness.

### **3. During the visit**

- Get visitors involved. Let them see, feel, hear and smell what actually happened at that time. Reconstruction of the actual events that took place there.
- Small groups of 10-12 tourists with one guide.

### **4. After the visit**

- Tell others about your visits to the site.
- Volunteer to work at a local, national or World Heritage site.
- Organize quizzes, debates, art competitions involving World Heritage nationwide.
- Prepare project reports, exhibitions, etc.
- Organize video and slide shows.

### **5. Raising money for heritage preservation**

- Organize performances using our own talent, organize car-washes or lotteries.
- Make our own handicrafts (handpainted scarves, T-shirts) and sell them.
- Organize fashion shows, food festivals (preferably international) and sports festivals.
- Involve leading companies in our ventures (sponsoring our activities).

Finally, if this enthusiasm is kept up by the youth, we can ensure that the future is in good hands.