

UNITED NATIONS EDUCATIONAL
SCIENTIFIC AND CULTURAL ORGANIZATION

CONVENTION CONCERNING THE PROTECTION OF THE
WORLD CULTURAL AND NATURAL HERITAGE

WORLD HERITAGE COMMITTEE

Twenty-second session
Kyoto, Japan
30 November – 5 December 1998

Item 9 of the Provisional Agenda: Follow-up to the work of the of the Consultative Body of the World Heritage Committee

SUMMARY

Background:

At its twenty-first session in December 1997, the Committee requested that the Consultative Body examine four issues and present a report to the twenty-second session of the World Heritage Committee.

- 1. Technical Issues**
- 2. Communication and Promotion**
- 3. Management Review and Financial Audit**
- 4. Use of the World Heritage Emblem and Fund-raising**

Working Document WHC-98/CONF.203/11 presents the work of the Consultative Body as of 19 October 1998.

Summary:

WHC-98/CONF.203/11Add:

- Contains additional work on **4. Use of the World Heritage Emblem and Fund-raising Guidelines** which was presented to the twenty-second extraordinary session of the Bureau in November 1998 as document WHC-98/CONF.202/7. The Bureau took note of Parts I and II of the document and decided to transmit them to the Committee for further examination. A summary of the discussions of the Bureau is included in Section V of WHC-98/CONF.203/5.
- **Annex 4** presents the Green Note (DG/Note/98/53) issued by the Director-General of UNESCO on 23 November 1998 entitled *Preservation and Presentation of the Cultural and Natural Heritage*. The Green Note is being provided to the Committee at its request for discussion under **3. Management Review and Financial Audit**.

Decisions required by the World Heritage Committee are indicated at the end of Parts I and II.

I. THE PROPOSED GUIDELINES FOR USE OF THE WORLD HERITAGE EMBLEM

I.1 INTRODUCTION

1. The body of this document (Section I.5) consists of "Guidelines for the Use of the World Heritage Emblem"; that section is an amended version of a discussion paper presented to the Committee's Consultative Body (29-30 April 1998, Paris) and reviewed and endorsed in principle by the Bureau of the World Heritage Committee at its 22nd Ordinary Session. Its revision reflects discussions and comments at those meetings, as requested by the Bureau.
2. Adoption of the "Guidelines for the Use of the World Heritage Emblem" by the Bureau and the Committee is recommended. The Bureau is also asked to recommend to the Committee the level of authority required for decisions on the use of the Emblem.

I.2 PAST USE OF THE EMBLEM

3. The World Heritage Emblem (hereafter "Emblem"), created by the artist Mr. Olyff under contract with UNESCO, was adopted by the second session of the World Heritage Committee as the official Emblem of the World Heritage Convention, symbolizing the interdependence of cultural and natural properties. Although there is no mention of the World Heritage Emblem or its creation in the Convention, its use has been promoted by the Committee to identify properties protected by the Convention and inscribed on the World Heritage List since its adoption in 1978. The Committee, in adopting the World Heritage Emblem, gained the shared legal use of the Emblem as well as UNESCO's logo.
4. Current practice and authorization procedure for the use of the World Heritage Emblem is summarized here for reference. The use of the World Heritage Emblem is governed by articles 122-125 of the Operational Guidelines for the Implementation of the World Heritage Convention (Annex 1) and UNESCO's Administrative Circular # 1922 (Annex 2) reflected in the UNESCO manual.
5. The Operational Guidelines give the Committee the prerogative to authorise the commercial use of the World Heritage Emblem whilst UNESCO's Administrative Circular # 1922 gives this responsibility exclusively to UNESCO's Publishing Office (UPO).
6. The World Heritage Centre has abided to both the Operational Guidelines and relevant texts of the UNESCO Manual in seeking authorization to use the World Heritage Emblem for projects proposed by public or private entities as well as government initiatives on World Heritage. The procedure reflected in these texts consisted in:
 - obtaining approval of the project from the National Commission or other national authority of the country concerned as well as that of the UNESCO sector(s) concerned.
 - obtaining approval from the World Heritage Committee.
7. However, the Operational Guidelines or the Manual did not foresee trademark control of the World Heritage Emblem by the States Parties individually, by the Committee or by the General Assembly of States Parties and in past years, the World Heritage Emblem was used in association with the UNESCO logo as a means of protection since the latter is protected world-wide.

I.3 EXAMPLES OF RECENT PROJECT PROPOSALS RECEIVED BY THE CENTRE FOR ENDORSEMENT

8. The following table presents examples of multi-media project proposals received by the World Heritage Centre in 1997 and 1998 for review. All proposals mentioned in this table require, or involve in one way or another, the use of the World Heritage Emblem.
9. The table was designed to help identify examples of the types of projects received by the World Heritage Centre and attempts to classify these projects into categories to serve as a basic guideline as to the kinds of communication tools that may or may not be used to promote World Heritage conservation. It will also help to identify the consequences involved in adopting tight regulations for the authorization of the use of the World Heritage Emblem.

EXAMPLES OF PROJECT PROPOSALS INVOLVING THE USE OF THE WORLD HERITAGE EMBLEM
PRESENTED TO THE WORLD HERITAGE CENTRE IN 1997 & 1998*

***By private or public entities for review and endorsement by UNESCO subject to approval by the National Commissions concerned and the World Heritage Committee (in accordance with Chapter VII.A of the Operational Guidelines).**

I. NON-COMMERCIAL PROPOSALS

Project	Description / background	Comments from the National Commission and the Chairperson of the Committee	Comments / Observations
<p style="text-align: center;">1. VSMM '98</p> <p>4th International conference on virtual reality and multimedia (Japan)</p> <p style="text-align: center;"><i>Non-commercial conference</i></p> <p><u>Proposal received:</u> late January 1998.</p>	<p>VSMM '98 is to take place in Gifu, Japan on 18-20 Nov. 98. The conference is organized by the Gifu University and will focus on applications of virtual reality in the following fields: technical, creative, industry and commerce and their relevance to World Heritage. A request was made by the organizers to co-operate with UNESCO and the World Heritage Centre for this event. UNESCO staff members have been invited to participate as members of the conference Programme Committee in matters related to applications of virtual reality technology as a management tool for World Heritage conservation and for educational purposes.</p> <p><u>Requested use of Emblem:</u> in publications related to the conference and documents related to the conference and used on the VSMM web-site.</p>	<p>The organisers submitted a complete presentation of the Conference to the Japanese National Commission in May 1998. No answer was received from the Japanese authorities regarding this matter.</p>	<p>The growing interest in World Heritage among research and development institutions is demonstrated through Conferences such as this one offering opportunities to communicate and exchange information on new technologies related to World Heritage conservation.</p> <p>Topics during the session on World Heritage will include architectural and artifact reconstruction, education, entertainment, historical information presentation, planning and simulation, 3D geography and remote sensing, rehabilitation and tourism.</p>

Project	Description / background	Comments from the National Commission and the Chairperson of the Committee	Comments / Observations
<p>2. Touring Club Italiano Italian publisher wishing to produce a book focusing on World Heritage sites in Italy and selected sites in other regions.</p> <p><i>Non-commercial publication but promotion of corporate image</i></p> <p><u>Proposal received:</u> February 1998.</p>	<p>The Touring Club Italiano proposed to publish and distribute a book on Italian World Heritage sites (to include a balanced selection of World Heritage sites in other regions) as a complimentary “end of the year” gift to its customers.</p> <p><u>Requested use of Emblem:</u> on cover of book and inside the book.</p>	<p>National Commission: This project has the full support of the Italian National Commission and the support of the Italian Delegation. <u>Approved on:</u> 18 February 1998.</p> <p>Chairperson: The Chairperson has agreed in theory to this proposal provided that it be submitted to the Consultative Body for matters regarding the use of the Emblem and also provided that the Touring Club covers all and any costs involved in the content validation and quality control of the book.</p>	<p>This project was used as a test case for clearance in a project involving sites in several countries. The States Parties were asked to validate the proposed texts of the book on the sites located on their territory. The texts could not be approved by all States Parties due to time and language constraints (the texts were in Italian). Although this proposal received strong support from the Italian National Commission and the Permanent Delegation, and was equally supported by the Chairperson of the Committee <u>the project did not obtain the authorization to use the WH Emblem.</u></p>
<p>3. Abrahms Conseil French media company specialised in television campaigning in the form of short programmes.</p> <p><i>Non-commercial television campaign.</i></p> <p><u>However, TV products may be licensed which implies, to some extent, commercial distribution and sale of the programme.</u></p> <p><u>Proposal received in:</u> Dec. 1997.</p>	<p>Abrahms Conseil has proposed to produce in co-operation with UNESCO a series of short programmes on World Heritage to be broadcast daily on French national television (TF1) using photographic archives (Caixa Foundation Patrimoine 2001). This project could be sponsored and financed by a public or private entity such as Air France, Kodak for instance.</p> <p><u>Requested use of Emblem:</u> broadcast TV.</p>	<p>Currently under evaluation by the French National Commission.</p> <p><u>Status:</u> awaiting approval from National Commission.</p>	<p>Like most proposals, this project aims to be informative and educational in presenting the World Heritage Convention using the impact of a television advertisement.</p> <p>Abrahms Conseil are offering to carry out this project at no cost to UNESCO.</p>

Project	Description / background	Comments from the National Commission and the Chairperson of the Committee	Comments / Observations
<p>4. Osaka Junior Chamber Inc. Proposal to organize, with UNESCO WHC and Education Sector, a World Heritage Education Youth Forum in Japan.</p> <p><i>Non-commercial proposal involves potential fund-raising</i></p> <p><u>Proposal received in:</u> April 1997.</p>	<p>The Osaka Junior Chamber Inc. proposed to hold a World Heritage Education Youth Forum in co-operation with UNESCO and to raise funds to finance this Forum involving the use of the World Heritage Emblem.</p> <p><u>Requested use of Emblem:</u> on publications and used non-commercially to fund-raise for the Forum.</p>	<p>National Commission: This proposal has received the moral support of the Japanese National Commission. <u>Approved in:</u> April 1998.</p> <p><u>Status:</u> proceeded under Agreement between Osaka JC Inc. and the UNESCO sectors involved.</p>	<p>Since the approval of the project, the Centre and the Education Sector have been co-operating to establish the modalities of fund-raising for this event pending the adoption of specific Fund-raising guidelines by the Committee.</p> <p>The World Heritage Youth Forum will take place in Japan prior to the Committee meeting.</p>
<p>5. Editions OCEP – Annuaire Vert Yearly directory for nature, health, fitness and beauty.</p> <p><i>Commercial publication, however this proposal is of a non-commercial nature.</i></p> <p><u>Proposal received in:</u> March 1998.</p>	<p>This directory lists over 6,000 addresses in France and Europe in the fields of nature, health etc. and is used by professionals, institutions and individuals. The Annuaire Vert is sold with a complimentary diary. In 1998, Editions OCEP, in association with the WWF, published a 1 page information campaign on the activities of the WWF which was included in the diary. A proposal was made to the Centre to produce, free of cost to UNESCO, such an information campaign for World Heritage in 1999 promoting the Convention and World Heritage sites in France using photos and brief descriptions of the sites.</p> <p><u>Requested use of Emblem:</u> on page(s) about World Heritage in the Annuaire Diary.</p>	<p>Currently being examined.</p> <p><u>Status:</u> awaiting approval from National Commission.</p>	<p>The Centre has provided information required by Editions OCEP for increasing public awareness, such as brief descriptions and technical evaluations. Should the French National Commission approve this proposal, the Centre may also provide photos to illustrate the texts.</p> <p>The one-year deadline to review the proposal has now passed.</p>

Project	Description / background	Comments from the National Commission and the Chairperson of the Committee	Comments / Observations
<p>6. Big Image Systems Swedish company specialised in the production of light weight cloth banners/panels used for exhibits or advertising.</p> <p><i>Non-commercial exhibit</i></p> <p><u>Proposal received in:</u> July 1997.</p>	<p>Big Image Systems contacted the World Heritage Centre and the Swedish national authorities in 1997 with a proposal to hold an international World Heritage Exhibit. Using new techniques developed by Big Image, images of World Heritage site exhibitions are to be organised upon the endorsement of States Parties. A pilot project of the international exhibit, using 70 images of World Heritage sites was displayed in the streets of Tensta, outside of Stockholm. This first exhibit hosted by the Spanga-Tensta District Administration in conjunction with the Cultural Programme of Stockholm, Cultural Capital of Europe '98, was held from May to Oct. 98.</p> <p><u>Requested use of Emblem:</u> on publications linked with the exhibit and used on the Big Image web-site.</p>	<p>The Swedish National Commission helped this initiative by distributing printed documentation on the World Heritage Exhibition during the Power of Culture Conference, among other supporting activities.</p>	<p>Big Image Systems has repeatedly demonstrated its dedication to World Heritage by providing giant images free of charge to UNESCO for the 21st session of the World Heritage Committee in Naples and for the International Conference for Mayors of Historic Cities in China and the European Union.</p> <p>The Swedish National Commission stated that it does not have the authority to provide patronage to private companies.</p> <p>However, the Swedish National Commission offered to support this initiative by distributing information about the project during the Power of Culture Conference which took place in Stockholm in March 1998.</p>

Project	Description / background	Comments from the National Commission and the Chairperson of the Committee	Comments / Observations
<p>7. Michelin Guide Michelin Tourism Green Guides published and distributed all over the world.</p> <p><i>Commercial publication, however non-commercial proposal</i></p> <p><u>Proposal received in:</u> September 1997.</p>	<p>Michelin Green Guides proposed to publish an information page on the World Heritage Convention and list the World Heritage sites in the country guidebooks. A first guide including such an information page has already been published and others may follow.</p> <p><u>Requested use of Emblem:</u> on page about the World Heritage Convention in the Michelin guide.</p>	<p><u>Status:</u> future information campaigns offered by Michelin for other country guides, will be submitted to the concerned National Commission or other responsible authority.</p>	<p>This type of information dissemination, oriented towards the general public via the tourism industry, should be authorised upon request. It is important that the public be aware of the fact that particular monuments, cities or natural areas have been inscribed on the World Heritage List.</p> <p><i>Future collaboration pending establishment of procedures regarding Emblem use by the Committee.</i></p>
<p>8. Ardisson & Lumière French television production company proposing to produce a 3-day television entertaining educational programme to celebrate the turn of the century focusing on World Heritage preservation.</p> <p><i>Non-commercial proposal.</i></p> <p><u>However, TV products may be licensed which implies, to some extent, commercial distribution and sale of the programme.</u></p> <p><u>Proposal received in:</u> January 1997.</p>	<p>Ardisson & Lumière wishes to co-operate with the UNESCO World Heritage Centre for the production of a major television programme to be broadcast by France 2/3, French public broadcaster, on the eve of the year 2000. The programme itself will consist of a world tour with 7 visits of World Heritage sites. A group of approx. 20 young adults will travel the world to discover the meaning of World Heritage preservation.</p> <p><u>Requested use of Emblem:</u> broadcast TV.</p>	<p>The French National Commission has agreed in principle to the concept of this programme although the final project proposal is currently being examined for validation. The project is supported morally and financially by the <i>French Mission for the Celebration of the year 2000</i>.</p> <p><u>Status:</u> awaiting approval by the National Commission.</p>	<p>This proposal involves considerable preparation to mobilise States Parties co-operation and logistical assistance but has no financial implications for the Centre. Such initiatives help to promote the Convention and World Heritage field activities throughout the world. The programme could also be used to raise funds for the World Heritage Fund.</p>

Project	Description / background	Comments from the National Commission and the Chairperson of the Committee	Comments / Observations
<p>9. SWR German public broadcaster, is under contract with the World Heritage Centre to co-operate in the production of a series of documentary films.</p> <p><i>Non-commercial TV series, broadcast on public TV.</i></p> <p><u>However, TV products may be licensed which implies, to some extent, commercial distribution and sale of the series and other ancillary products.</u></p> <p><u>Initial proposal received in:</u> late 1994. <u>Original contract signed on:</u> 28 February 1995. <u>New proposal received in:</u> December 1997.</p>	<p>Over 100 films have been produced through the agreement between Euro-Media and Südwestfunk currently broadcast in Germany, Austria and Switzerland. This Project has resulted in new partnerships between Südwestfunk and other producers and/or broadcasters thus increasing the production and diffusion potential of the series. The first contract was signed in February 95 for a series of 104 films. The contract was renewed in October 1998 for the production of a minimum of 25 new films per year.</p> <p><u>Requested use of Emblem:</u> broadcast TV and ancillary products as well as printed on publications or brochures linked to the TV series</p>	<p>This project was launched in 1995 with the approval the National Commission and all concerned sectors of UNESCO. Reports on the evolution of the project have since been provided to the Committee on a yearly basis.</p>	<p>This television project is an essential educational tool and it's awareness-building potential is considerable. Television is perhaps the most widespread communication media and a great tool for information dissemination.</p> <p>A very important financial investment was made for the production of these films by the various partners, especially Südwestfunk, who may commercialise the films and other ancillary products in the hope that this project will be self-financing.</p> <p>The Centre receives a minimum servicing fee of 3,000 DM (approx. US\$ 1600) per film produced within the framework of this agreement.</p>

Project	Description / background	Comments from the National Commission and the Chairperson of the Committee	Comments / Observations
<p>10. Maison de la Chine et Maison de l'Indochine</p> <ul style="list-style-type: none"> • Tour Operator for Chinese and South East Asian destinations • Organisers of exhibitions and seminars <p><i>Non-commercial proposal</i></p> <p><u>Proposal received in:</u> March 1998.</p>	<p>The Maison de la Chine and the Maison de l'Indochine expressed their wish to collaborate with UNESCO/WHC as a follow-up to the International Conference for Mayors of Historic Cities in China and the European Union. The Maison de la Chine and Indochine have published, in their 1998 catalogues, a 1-page information box about World Heritage and wish to strengthen co-operation with the Centre through other promotional activities. They have proposed to use the Maison de la Chine exhibit space in Paris to communicate on World Heritage sites in China and South East Asia and have also offered to publish information about World Heritage activities in future catalogues.</p> <p>A weekly seminar on World Heritage sites in China and Indochina, with expert speakers selected by UNESCO, is being organised for January 1999.</p> <p><u>Requested use of Emblem:</u> The use of the Emblem was requested but not used.</p>	<p><u>Status:</u> This project was not submitted to the Chinese National Commission. Future co-operation is still under consideration by the Centre.</p>	<p>Information campaigns via the tourism industry are needed to promote sustainable tourism within the industry itself and among tourists who need readily available information on the sites.</p>

Project	Description / background	Comments from the National Commission and the Chairperson of the Committee	Comments / Observations
<p>11. Fujitsu Akita Systems Engineering Ltd. Japanese company specialised in application software.</p> <p><i>Non-commercial proposal for internet.</i></p> <p><u>Proposal received in:</u> April 1998.</p>	<p>Fujitsu Akita Systems has requested permission to use the World Heritage Emblem on one of the web pages they are currently redesigning for the Akita Prefecture (Japan). These web pages will present information on Shirakami Mountain Range, Japan's largest virgin beech forest, which runs along the border between the Akita and Aomori Prefectures. The web site will be available in Japanese and English. All text included in this web site is Akita Prefecture copyright.</p> <p><u>Requested use of Emblem:</u> to be used as a means of identification of a World Heritage site on a web page of the Akita prefecture web site.</p>	<p>This proposal is still under consideration and has not yet been submitted to the National Commission.</p>	<p>The proposed web pages (on sites in Japan) are being created for the Akita Prefecture and therefore it seems more appropriate for this request to be dealt with directly by the competent Japanese authorities.</p> <p>4 cases relative to internet are to be envisaged:</p> <ul style="list-style-type: none"> - States Parties web sites (including local authorities and private owners of World Heritage sites). - NGOs promoting World Heritage sites only. - Commercial entities, like Fujitsu, operating on behalf of the State Party or a local authority. - Commercial entities promoting their own products as well as World Heritage sites. <p><u>Note:</u> entities can create links to any web site without requesting permission to do so. The World Heritage Information Network (WHIN) encourages the creation of links to the World Heritage web site to ensure that the information these entities present about World Heritage is accurate and up to date. Partnership in WHIN also entitles the partner to be indexed in the WHIN search engine and provides a link from the World Heritage web site to their own. The use of the Emblem by WHIN partners is a logical expectation derived from this type of partnership. Hence the Committee should establish a corresponding guideline.</p>

II. COMMERCIAL PROPOSALS

Project	Description / background	Comments from the National Commission and the Chairperson of the Committee	Comments / Observations
<p>12. Fabrica de Moneda y Timbre (FNMT) Spanish Coin Manufacturer Currently working under Contract with UNESCO.</p> <p><i>Commercial proposal</i></p> <p><u>Proposal received</u> : October 1997. <u>Original contract between FNMT and UNESCO (OPI) signed on</u>: 12 February 1996.</p>	<p>FNMT proposed to renew the contract for future coin series on World Heritage sites directly with WHC. The initial contract, between FNMT and UNESCO, was signed by the D-G in Feb. 1996 and serviced by OPI, for the production of 2 series of coins on World Heritage sites in 1996 and 1997 for the 50th anniversary of UNESCO. Royalties from the sale of the 2 series of coins have reached approximately US\$ 200,000.</p> <p><u>Requested use of Emblem</u>: minted on the coins themselves and on any supporting publications or brochures.</p>	<p>National Commission: The first contract received full support from the Spanish Delegation and National Commission. The last press conference launching the 2nd coin series was organized at HQ, attended by the Spanish Minister of Education and Culture, Mrs Esperanza Aguirre, and the Director-General of UNESCO.</p> <p>Chairperson: The Chairperson responded favourably regarding the proposal to renew this agreement, to be serviced by the World Heritage Centre, for the production of future coin series. However, the Chairperson wished to seek advice and guidance from the Consultative Body on this matter.</p>	<p>The extension of this project could represent considerable income for the World Heritage Fund, part of which could be earmarked for servicing and part for specific field projects. Furthermore, these commemorative coins, collectors items, distributed throughout the world are an effective and new way of raising public awareness about World Heritage, especially as they are distributed with information brochures.</p> <p>No validation of text is required for this project in the existing contract. Each coin is minted with an image of a site inscribed on the List and the use of the World Heritage Emblem would enable immediate recognition of the site as a World Heritage site.</p>

Project	Description / background	Comments from the National Commission and the Chairperson of the Committee	Comments / Observations
<p align="center">13. Turinta</p> <p>Production of a Portuguese road map indicating Portuguese World Heritage sites.</p> <p align="center"><i>Commercial publication</i></p> <p><u>Proposal received in:</u> November 1997.</p>	<p>Turinta produces road maps of countries and cities in Europe on various themes and has proposed to produce a road map of Portugal focusing on World Heritage sites to commemorate the Lisboa Expo '98. Other classified sites in Portugal are to be identified on the same map.</p> <p><u>Requested use of Emblem:</u> on cover of map and used as symbol to identify World Heritage sites on the map.</p>	<p>National Commission: The Portuguese National Commission has approved the project. <u>Approved in:</u> December 1997.</p> <p>Chairperson: The Chairperson has agreed, on behalf of the World Heritage Committee, to provide Turinta with support and information relative to the proposed publication and has approved the request to use the World Heritage Emblem.</p> <p><u>Status:</u> proceeded.</p>	<p>Co-operation for this project involves little backstopping on the part of the Centre. Texts, such as technical evaluations were provided by the Centre to help Turinta to identify the protected World Heritage sites.</p>
<p>14. Editions Arziates (Lebanon) & Mr. Laurent Abad</p> <p>Mr. Abad wishes to publish a book using photographs of approx. 200 World Heritage sites.</p> <p align="center"><i>Commercial publication</i></p> <p><u>Proposal received in:</u> February 1998.</p>	<p>Mr. Abad has previously worked in association with UPO for the publication of a book on the site of Baalbek and would like to co-operate further with UNESCO on a photographic art book illustrating 200 World Heritage sites. The French photo agency Magnum will supply the photographs to be used in this book. The publication of the book is scheduled for Autumn 1999 and distribution is envisaged in France, Switzerland, Belgium, Canada and Lebanon by Vilo Diffusion (France).</p> <p><u>Requested use of Emblem:</u> on cover of book and inside the book.</p>	<p>National Commission: This project has the full support of the Lebanese Permanent Delegation and the French National Commission (with regard to Magnum and Vilo Diffusion). <u>Approved in:</u> February 1998.</p> <p>Chairperson: The Chairperson has endorsed and approved this proposal.</p> <p><u>Status:</u> proceeded.</p>	<p>Texts, such as brief descriptions, should be provided by the World Heritage Centre to illustrate the selected sites. It is understood that the selection should be representative of the full diversity of the World Heritage List. This publication will be based on photographs supported by existing texts such as the brief descriptions that do not require content validation.</p> <p>This project was approved prior to the Consultative Body's recommendations concerning the clearance of photos and legends by the States Parties concerned.</p>

Project	Description / background	Comments from the National Commission and the Chairperson of the Committee	Comments / Observations
<p align="center">15. NFUAJ</p> <p>National Federation of UNESCO Associations in Japan is currently under contract with the World Heritage Centre and would like to amend the existing contract.</p> <p align="center">Commercial project</p> <p><u>Initial proposal received in:</u> 1995. <u>Initial contract was signed in:</u> February 1996. <u>New proposal received in:</u> February 1998.</p>	<p>NFUAJ, under an Agreement with the Centre, collaborates with Tokyo Broadcasting System (TBS) to produce a series of films on World Heritage sites broadcast weekly on TBS. NFUAJ wishes to commercialise these films in a home video format in Japan only.</p> <p><u>Requested use of Emblem:</u> Broadcast TV and home video.</p>	<p><u>Approved in:</u> 1996.</p> <p><u>Status:</u> may proceed under new Agreement describing the new terms of agreement between NFUAJ and UNESCO WHC.</p>	<p>The Centre supports NFUAJ's proposal to develop home videos of the series, but has proposed that the contract with NFUAJ be re-negotiated and that the sale of the video version of the films generate reasonable income for the World Heritage Fund. Servicing fees are contributed yearly under the existing contract by NFUAJ and a minimum of US\$ 30,000 for World Heritage field projects for the production of films for TBS. The commercialisation of these films in video format would not require extra servicing from the Centre.</p>
<p align="center">16. Art'Kan</p> <p>French company specialised in creating and producing interactive, game-like, educational tourism guide books*.</p> <p>*These guide books are guided tours of a particular city or area. The narrator leads the reader through a site giving information on the site's history, geographical location and cultural identity.</p> <p align="center">Commercial tourism/information publication</p> <p><u>Initial proposal received in:</u> early 1997. <u>New long-term proposal received in:</u> March 1998.</p>	<p>Art'Kan's initial proposal was to publish, in co-operation with UNESCO WHC, an interactive guide booklet of the banks of the Seine River in Paris on the occasion of the "Journées du Patrimoine" organised once a year by the French Ministry for Culture and Communication.</p> <p>Both the event and the guide book met with great success.</p> <p>Art'Kan is now offering to collaborate on a long-term basis to publish and distribute such guide books for many other World Heritage sites. UPO is also currently examining the possibility of a co-publication between Art'Kan and UNESCO.</p> <p><u>Requested use of Emblem:</u> printed on the cover of the guide and on information page within the guide.</p>	<p>The Centre has forwarded the long-term project proposal to the French National Commission for review. It is currently under consideration by the French National Commission.</p>	<p>The Pavillon de la France and Art'Kan and UNESCO jointly organised a <i>Children's Week</i> during the Lisbon Expo '98 on the theme of marine World Heritage in which over 15,000 children participated. This project was approved by the French National Commission.</p> <p>Art'Kan has proposed to include, as they have done in the previous publication on Paris, a 1 page information sheet on the World Heritage Convention in future booklets.</p>

III. OTHER PROPOSALS

Project	Description / background	Comments from the National Commission and the Chairperson of the Committee	Observations
<p style="text-align: center;">17. L'Oréal</p> <p>The world's largest cosmetic group interested in supporting World Heritage.</p> <p style="text-align: center;">Sponsorship</p> <p><u>Proposal received in:</u> October 1997.</p>	<p>L'Oréal Group, has worked in close collaboration with UNESCO WHC for the International Conference for Mayors of Historic Cities in China and the European Union which took place in Suzhou, China on 7-9 April 1998. The Conference was sponsored by L'Oréal to demonstrate their interest in the field of heritage preservation and sustainable development.</p> <p><u>Use of Emblem:</u> As sponsors of the International Conference for Mayors of Historic Cities in China and the European Union, L'Oréal was associated with UNESCO/WHC. The printed material produced for the Conference displayed the UNESCO and World Heritage Emblems. The L'Oréal logo and the emblems of other donors (France, EU, China) were also used.</p>	<p>National Commission: This project was approved by the Chinese National Commission.</p> <p>Chairperson: This project received the support of the Chairperson.</p> <p><u>Status:</u> completed</p>	<p>L'Oréal, recently implanted in Suzhou, China, took part in the International Conference for Mayors of Historic Cities in China and the European Union, and contributed US\$ 83,000 for the Conference, and also made a contribution of US\$ 24,000 to the Municipality of Suzhou for the preservation of the Suzhou's Classical Gardens to demonstrate their commitment to World Heritage.</p> <p>Partnerships with the private industry, with companies, such as L'Oréal, are motivated by 3 main ideas.</p> <ol style="list-style-type: none"> 1) To encourage outside entities to participate actively in heritage preservation. 2) To set an example for other companies and mobilise the industry as a whole with regard to sustainable development. 3) To help finance a particular project, activity or conference.

I.4 COMMENTS FROM THE UNESCO SECTORS CONCERNED

10. A meeting was held on 3 September 1998 following the 22nd ordinary session of the Bureau in June 98 to discuss the draft guidelines on the use of the World Heritage Emblem and fund-raising prepared by the United States of America and Japan as a part of the work assigned to the Consultative Body of the World Heritage Committee. The meeting was attended by WHC staff members and other UNESCO units [Cultural Sector, Science Sector, UPO, OPI, Bureau for Extra-budgetary Funding Sources (BER) and Legal Affairs] concerned by the use of these guidelines in order to establish and record the concerns of the UNESCO “users” of the World Heritage Emblem guidelines.
11. The following comments relating to the draft guidelines were made during the discussion:
 - The difference between commercial and informative or educational projects was stressed. These different proposals should not have to undergo the same treatment.
 - UNESCO, along with the national authorities, the Chairperson, the Bureau and the Committee, should have the prerogative to authorize the use of the World Heritage Emblem as a part of its function to inform the public about World Heritage.
 - Quality control involvement from the States Parties, foreseen in the draft guidelines, for all project proposals requesting the use of the Emblem would prove to be very complicated and virtually impossible to implement.
 - The lengthy authorization procedure proposed within the draft guidelines would inevitably discourage potential partners from co-operating with UNESCO for projects relating to the promotion of the World Heritage Convention.

I.5 GUIDELINES FOR THE USE OF THE WORLD HERITAGE EMBLEM

BACKGROUND

12. The World Heritage Emblem symbolizes the Convention, signifies the adherence of States Parties to the Convention, and serves to identify sites inscribed in the World Heritage List. It is associated with public knowledge about the Convention and is the imprimatur of the Convention's credibility and prestige. Above all, it is a representation of the universal values for which the Convention stands.
13. The World Heritage Emblem also has fund-raising potential that can be used to enhance the marketing value of products with which it is associated. A balance is needed between the Emblem's use to further the aims of the Convention and optimize knowledge of the Convention worldwide and the possibility of its abuse for inaccurate, inappropriate, and unauthorized commercial or other purposes.

14. The great increase in the requests for authorization to use the World Heritage Emblem in the last few years has generated a diversification of the products proposed. Aware of the insufficiency of the guidelines contained in paragraphs 122 and following of the "Operational Guidelines for the Implementation of the World Heritage Convention," the Bureau of the World Heritage Committee, at its 21st session, emphasized the necessity to elaborate concrete guidelines for use and authorization of the Emblem by the World Heritage Centre and national authorities.
15. During the Management Review Workshop (30-31 October 1997, Paris) the Consultative Body emphasized the fact that it was necessary to create Guidelines to be applied by the World Heritage Centre and other UNESCO units and in accordance with which the use of the Emblem would be authorized.
16. Guidelines for the use of the Emblem and modalities for quality control should not become an obstacle to co-operation for promotional activities. Authorities responsible for reviewing and deciding on uses of the Emblem (whether it be the Centre Director, Chairman of the Committee, the Bureau, the Committee, or national authorities) need parameters on which to base their decisions.
17. However, the authorization procedure should not only consist in a classification of the requests according to the aims pursued. On the contrary, this procedure should be based on the content of the project or on the quality of the products proposed. Consequently, the guidelines for the use of the Emblem should be limited to the definition of the framework within which the use of the Emblem is authorized or not. The types of projects and the issue of quality are dealt with separately below.

APPLICABILITY OF THESE GUIDELINES AND PRINCIPLES

18. The guidelines and principles proposed herein cover all proposed uses of the Emblem by:
 - The World Heritage Centre;
 - The UNESCO Publications and other UNESCO offices;
 - Agencies or National Commissions, responsible for implementing the Convention in each State Party;
 - World Heritage sites;
 - Other contracting parties, especially those operating for predominantly commercial purposes.

(The Guidelines are not intended to be retrospective unless specifically requested. It is also understood that, insofar as they apply to UNESCO units, the approval of the Director-General for the implementation of this policy may be required. It is intended, for example, that UNESCO publications that have not been subject to the approval process described herein bear only the UNESCO Emblem.)

GUIDING PRINCIPLES GOVERNING THE USE OF THE EMBLEM

19. The responsible authorities are henceforth to use the following principles in making decisions on the use of the Emblem:

(1) The Emblem should be utilized for all projects substantially associated with the work of the Convention, including, to the maximum extent technically and legally possible, those already approved and adopted, in order to promote the Convention.

(2) A decision to approve use of the Emblem should be linked strongly to the quality and content of the product with which it is to be associated, not on the volume of products to be marketed or the financial return expected. The main criterion for approval should be the educational, scientific, cultural, or artistic value of the proposed product related to World Heritage principles and values.

Approval should not routinely be granted to place the Emblem on products that have no, or extremely little, educational value, such as cups, T-shirts, pins, and other tourist souvenirs. Exceptions to this policy will be considered for special events, such as meetings of the Committee and ceremonies at which plaques are unveiled.

(3) Any decision with respect to the grant of authorization to use the Emblem must be completely unambiguous and in keeping with the explicit and implicit goals and values of the World Heritage Convention.

(4) Except when authorized in accordance with these principles it is not legitimate for commercial entities to use the Emblem directly on their own material to show their support for World Heritage. The Committee recognizes, however, that any individual, organization, or company is free to publish or produce whatever they consider to be appropriate regarding World Heritage sites, but official authorization to do so under the World Heritage Emblem remains the exclusive prerogative of the Committee, to be exercised as it may prescribe, and shall be subject to the pertinent sections of the Operational Guidelines and these Guidelines.

(5) Use of the Emblem by other contracting parties should normally only be authorized when the proposed use deals directly with World Heritage sites. Such uses may be granted after approval by the national authorities of the countries concerned.

(6) In cases where no specific World Heritage sites are involved or are not the principal focus of the proposed use, such as general seminars and or a workshop on scientific issues or building conservation techniques, use may be granted only upon express approval in accord with these Guidelines. Requests for such uses should specifically document the manner in which the proposed use is expected to enhance the work of the Convention.

(7) Permission to use the Emblem should not be granted to travel agencies, airlines, or to any other type of business operating for predominantly commercial purposes, except under exceptional circumstances and when manifest benefit to the World Heritage generally or particular World Heritage Sites can be demonstrated. Requests for such use shall require approval in accord with

these Guidelines and the concurrence of the national authorities of countries specifically concerned.

The Centre is not to accept any advertising, travel, or other promotional considerations from travel agencies or other, similar companies in exchange or in lieu of financial remuneration for use of the Emblem.

(8) When commercial benefits are anticipated, the Centre should ensure that the World Heritage Fund receives a fair share of the profits and conclude a contract or other agreement that documents the nature of the understandings that govern the project and the arrangements for provision of income to the Fund. In all cases of commercial use, any staff time and related costs for personnel assigned by the Centre or other reviewers, as appropriate, to any initiative, beyond the nominal, must be fully covered by the party requesting authorization to use the Emblem.

National authorities are also called upon to ensure that their sites or the World Heritage Fund receive a fair share of the profits and to document the nature of the understandings that govern the project and the distribution of any proceeds.

(9) If sponsors are sought for manufacturing products whose distribution the Centre considers necessary, the choice of partner or partners should be consistent, at a minimum, with the criteria set forth in Annex V of the "Internal Guidelines for Private Sector Fund-Raising in Favour of UNESCO," and with such further fund-raising guidance as the Committee may prescribe. The necessity for such products should be clarified and justified in written presentations that will require approval in such manner as the Committee may prescribe.

AUTHORIZATION PROCEDURE FOR THE USE OF THE WORLD HERITAGE EMBLEM

A. SIMPLE AGREEMENT OF THE NATIONAL AUTHORITIES

20. In addition to the plaque or plate affixed on the properties, national authorities encourage the World Heritage Sites to use the Emblem on all their documents. The procedure is then limited to the country concerned.

21. National authorities may also grant the use of the Emblem to a national entity, provided that the project, whether national or international, involves only World Heritage sites located on the same national territory.

B. AGREEMENT REQUIRING QUALITY CONTROL OF CONTENT

22. Apart from the above-mentioned case, any other request for authorization to use the Emblem should follow the following procedure:

(a) A request indicating the objective of the use of the Emblem, its duration and territorial validity, should be addressed to the Director-General.

(b) The request should be examined by the Centre in accordance with the applicable guidelines, notably those on fund-raising and quality control. As a condition of granting permission to use the Emblem, the Centre should require the manufacturer's commitment to obtain, at no cost to the Centre, the review and endorsement of each country for the texts and images involving the sites located in its territory, together with proof that this has been done. Contracts for projects of a general nature shall also include similar express provisions for accuracy and quality control.

(c) After having examined the request and considered it as acceptable, the Centre can establish an agreement with the partner on condition that the National Authorities approve the use and it is otherwise in accord with the approval process established in these Guidelines.

(d) After having examined the request and considered it as unacceptable, the Centre can reject the request, by addressing to the requesting party a letter detailing concisely the reasons of the rejection.

RESPONSIBILITIES OF THE STATES PARTIES

23. Authorization to use the Emblem is inextricably linked to the requirement that the national authorities may exert quality control over the products with which it is associated.

(1) The States Parties to the Convention are the only parties authorized to approve the content (images and text) of any distributed product appearing under the World Heritage Emblem with regard to the sites located in their territories.

(2) States Parties that protect the Emblem legally must review these uses.

(3) Other States Parties may elect to review proposed uses or refer such proposals to the World Heritage Centre. States Parties are responsible for identifying an appropriate national authority and for informing the Centre whether they wish to review proposed uses. The Centre will maintain a list of responsible national authorities.

24. A draft model form to be used by States Parties for authorization of the use of the Emblem appears in Annex 3 of this document.

LEGAL STATUS OF THE WORLD HERITAGE EMBLEM

25. The UNESCO Legal Advisor has informed the Committee that, although the legal rights for the Emblem belong to UNESCO and UNESCO is legally responsible for managing its use, the Committee may make policy prescriptions regarding how it may be used (XXIst Session of the Bureau, VII.12). The most recent discussion of this issue appears in "Use of the World Heritage Emblem" (WHC-96/CONF.201/17), prepared by the Legal Advisor and the Secretariat. The Emblem has not, however, been registered internationally as a trademark.

26. States Parties are, under Operational Guidelines 124 and 125, also required to take all possible measures to regulate, protect, and authorize the use of the Emblem. (Canada and the United States have taken steps to do so; the legal instruments reflecting these actions appear as information document WHC-98/CONF.202/INF.8)

I.6 RECOMMENDATIONS TO THE 22ND SESSION OF THE COMMITTEE

(1) The issue of the authority (Director of the Centre, Chairman of the Committee, Bureau, or Committee) to be empowered to grant authorization for uses of the Emblem in accordance with the above "Guidelines for the Use of the World Heritage Emblem" is a critical issue that requires decision. The Bureau is requested to make a recommendation to the Committee. The "Guidelines" will be amended based on the Committee's action.

The following optional recommendations on this matter were originally provided as a proposed revision of the Operational Guidelines submitted to the Consultative Body in October 1997 (Proposals for New Guidelines regarding the Use of the World Heritage Emblem). This document was restricted to offering alternatives for which authorities would make decisions on the use of the Emblem.

Option A:

All requests to use the World Heritage Emblem should be examined by the World Heritage Centre, in consultation with LA and other concerned units of UNESCO. The Centre should seek the agreement of the responsible National Authorities of the countries concerned in case the request concerns one or two specific States Parties. In cases which involve numerous World Heritage sites in different States Parties, the Centre shall prepare a recommendation forwarded by the Director of the World Heritage Centre to the Bureau Members to authorize the use the World Heritage Emblem. The Bureau Members will be requested to respond to the Secretariat within a period of four weeks from receipt of the letter of request. Beyond this delay, the Centre will consider the proposal accepted by the Bureau Member concerned. A decision will be based on the simple majority of the Bureau. The Director of the World Heritage Centre then informs the applicant of the outcome with copy to the National Authorities concerned. A yearly report on the authorized use of the World Heritage Emblem will be submitted to the World Heritage Committee.

Option B:

All requests to use the World Heritage Emblem should be examined by the World Heritage Centre, in consultation with LA and other concerned units of UNESCO. The Centre should seek the agreement of the responsible National Authorities of the countries concerned in case the request concerns one or two specific States Parties. In cases which involve numerous World Heritage sites in different States Parties, the Centre shall prepare a recommendation forwarded by the Director of the World Heritage Centre to the Chairperson of the World Heritage Committee to authorize the use of the World Heritage Emblem. The Chairperson's decision will be transmitted to the Centre within a period of four weeks. Beyond this delay, the Centre will consider the proposal accepted by the Chairperson on behalf of the World Heritage Committee. Following the decision by the Chairperson, the Director of the World Heritage Centre then informs the applicant of the outcome

with copy to the National Authorities concerned. A yearly report on the authorized use of the World Heritage Emblem will be submitted to the World Heritage Committee.

(2) The Bureau may wish to recommend to the Committee the adoption of the "Guidelines for the Use of the World Heritage Emblem" (Section I.5 above) and also recommend to amend paragraphs 124 and 125 of the Operational Guidelines and add a new paragraph as follows:

124. **Revised text:** States Parties to the Convention should take all possible measures to prevent the use of the Emblem of the Convention and the use of the name of the Committee and the Convention in their respective countries by any group or for any purpose not explicitly recognized and approved by the Committee.
125. **Revised text:** The World Heritage Emblem should, in particular, not be used for any commercial purpose unless specific authorization is obtained from the Committee. Its use in conjunction with the name, symbol, or depiction of a World Heritage site, or any element thereof, should not be authorized for commercial purposes unless written authorization has been obtained from the State concerned on the principles of using the said name, symbol, or depiction, and unless the exact text or display has been approved by that State and, as far as possible, by the national authority specifically concerned with the protection of the site. Any such utilization should be in conformity with the reasons for which the property has been placed on the World Heritage List.
126. **New text:** States Parties and the Secretariat should refer to the "Guidelines for the Use of the World Heritage Emblem" adopted by the Committee.

I.7 ADDITIONAL RECOMMENDATIONS

(1) The Centre is requested to prepare a standard agreement for authorizing the use of the Emblem in conformity with the revised Operational Guidelines (paragraphs 124-126). This agreement must stipulate the obligation of the other contracting party to visibly display the Emblem with the Convention's title on related products.

(2) At the national level, taking into account the protocols of the Universal Copyright Convention and the Universal Copyright Convention revised in Paris on 24 July 1971, the World Heritage Emblem should be protected as the works published for the first time by one of the United Nations Agencies. The National Commission or other authority identified commits itself, in case it is possible, to ensure quality control.

(3) At the international level, the Centre should undertake an inquiry with a view to establishing a Communication on the Right of the Emblem through the International Bureau of the World Intellectual Property Organization, in accordance with Paragraph (3) b of Article 6ter of the Paris Convention for the Protection of Industrial Property of 20 March 1883 (revised in Brussels on 14 December 1900, in Washington on 22 June 1911, in the Hague on 6 November 1958 and in Stockholm on 14 July 1967, and modified on 2 October 1979).

The Centre should also examine the possibility for trademark protection of the Emblem, including through the registration of the Emblem to the WIPO International Bureau in accordance with the Madrid International Trademark Registration System.

I.8 DEFINITION OF TERMS

27. Distribution products: all known means of transmitting information to third parties, such as brochures, books, films, videos, CD-ROMs, websites, trading cards, etc.
28. National authorities: the body that each State Party will designate, as soon as possible, to the World Heritage Centre as responsible for content approval. This body may be the National Commission for UNESCO, the country's Permanent Mission to UNESCO, the Ministry of Foreign Affairs, or the national body responsible for implementing the Convention in each country. New States Parties must identify this body upon ratification of the Convention. It may also be the body referred to in Annex V(C) (Consultation of relevant National Commission(s) for UNESCO) in the "Internal Guidelines for Private Sector Fund-Raising in Favour of UNESCO."

Decisions required:

1. The Committee may wish to adopt one of the two options (A or B) of the procedure for the authorization of the use of the World Heritage Emblem [refer to section I.6(1) of this document].
2. Moreover, the Committee may wish to adopt the "Guidelines on the use of the World Heritage Emblem" (section I.5 above) and approve the amendments to the existing Operational Guidelines as suggested in section I.6(2).
3. Furthermore, the Committee may wish to recommend amendments required in the UNESCO Manual relating to the "Guidelines on the use of the World Heritage Emblem" and instruct the Secretariat to take action in accordance with the recommendations made by the Committee.

II. THE PROPOSED GUIDELINES FOR EXTERNAL FUNDING AND FUND-RAISING

II.1 INTRODUCTION

1. This document is an amended version of a discussion paper presented to the Committee's Consultative Body (29-30 April 1998, Paris) and reviewed and endorsed in principle by the Bureau of the World Heritage Committee at its 22nd Ordinary Session. It has been revised to reflect those discussions, as requested by the Bureau.
2. During the 21st session of the Bureau, a thorough discussion was held by the members on the content of "other incomes" contained in the "Statement of Income and Expenditure for the year 1996". The Bureau accepted three categories: earmarked income, non-earmarked income and interest and confirmed the necessity of guidelines for non-earmarked income, that is to say, fund-raising activities, including donations and corporate sponsorship.
3. The first portion of this paper (prepared by Japan) analyzes how external funding issues can be addressed by providing authorization procedures compatible with the adoption of UNESCO's "Internal Guidelines for Private-Sector Fund-Raising in Favour of UNESCO" (WHC-97/CONF.208/INF.17 - hereinafter referred to as "Guidelines"). The second section (prepared by the United States) raises issues for further discussion on the adequacy of the "Guidelines."

II.2 PROPOSED PROCEDURES FOR AUTHORIZATION

CURRENT ADMINISTRATIVE FRAMEWORK

4. "Financial Regulations for the World Heritage Fund" (WHC/7) defines the Fund and generally addresses its administration; these regulations spring from and relate directly to Paragraphs 118-120 of the Operational Guidelines. The Regulations are skeletal and do not address arrangements for cost-sharing or cooperation where contributions or monies other than those paid into the World Heritage Fund are involved. (WHC/7, however, does state that the Financial Regulations of UNESCO apply in instances not addressed therein.)
5. UNESCO'S "Guidelines" were presented to the Consultative Body in November 1997 with a request that they be endorsed by the Committee. It needs to be emphasized that the term "fund-raising" is something of a misnomer because the framework of these "Guidelines" is broadly inclusive of external financial activities and partnerships generally, not just arrangements for the joint solicitation of funds. The "Guidelines", while not comprehensive, address the circumstances under which UNESCO cooperates with external entities; they also contain basic model clauses and agreements for cooperation with private sector funding sources, voluntary contributions by States Parties, funds-in-trust, etc.

PROCEDURES FOR EXTERNAL FUNDING AND FUND-RAISING UNDER THE GUIDELINES

A. SELECTION CRITERIA

All the fund-raising projects will be dealt with in accordance with the "Guidelines."

(1) Selection of the partners

The criteria for the selection of the partners will be based on Articles 4.1-4.4 of the "Guidelines."

(2) Selection of the projects

The criteria for the selection of projects will be based on Articles 5.1-5.3 of the "Guidelines". Furthermore, all the projects have to be related to the policy, aims and actions defined by the Convention.

B. APPROVAL PROCEDURE

With a view to simplifying the procedure, the Centre should draw up a request form as well as an explanatory booklet for future potential partners.

(1) Request form

The request form should include such rubrics as the name of the partner, the name of the person responsible for the project, a concise description of the project and products, the aims of the project, the names of the sites concerned, a precise estimate of the funding to be received (specifying the way it will be used), and if necessary, the duration and territorial validity of the Emblem use. The form bears the signatures of the potential partner, the Director-General of UNESCO or the Director of the Centre on his behalf. This signature should be given only after consultation with the National Commission (or the authorities) of the country where the potential partner is registered and/or domiciled.

(2) Explanatory booklet

The Centre is also invited to draw up an explanatory booklet aimed at all potential partners to provide them with detailed information on the formalities to follow to request the authorization of projects.

II.3 ISSUES RELATED TO THE EXTERNAL FUNDING / FUND-RAISING OF THE WORLD HERITAGE CENTRE'S ACTIVITIES

6. The World Heritage Centre has established a variety of financial arrangements that use funds from sources in addition to or in lieu of the World Heritage Fund. Examples that illustrate the complexity of these arrangements are cited below. They involve other sectors of UNESCO, other multilateral institutions and organizations, States Parties, provincial and municipal governments, international and national NGOs, private companies, and individuals.
7. Current financial regulations and guidelines, i.e., the "Guidelines" and the "Financial Regulations for the World Heritage Fund," do not address a number of issues and special circumstances that have arisen in the operations of the Centre. Some of these issues were expressly raised in the Management Review.

8. This refers, in particular, to the co-financing of events and activities such as on-site ceremonies, conferences and seminars organized by the States Parties and the Centre where external funding is sought to complement the seed money made available from the World Heritage Fund. Such events and activities often involve partnerships with international organizations having compatible objectives, as well as corporate sponsors.
9. Paragraph 109 of the Operational Guidelines, which calls for the use of the World Heritage Fund as seed money to generate contributions from other sources, heightens the need for explicit guidelines to orient the Centre, the Committee, and interested States Parties in such endeavors.

II.4 ISSUES SUGGESTED TO THE 22ND SESSION OF THE COMMITTEE

10. The Bureau may wish to examine the following outstanding issues related to the external financial relationships of the Centre, particularly as they are not addressed in the existing regulations. Of particular significance, as noted during the Consultative Body meeting, are items 1 and 5 below:

(1) It is the Committee's policy-making decision on whether to define the types of endeavors that it wishes to encourage and any that it wishes to constrain or prohibit. The scale and nature of the undertakings should be considered, and not only the amount of input from the World Heritage Fund in the project.

(2) Guidance needs to be provided to define the manner in which the Centre is to cooperate financially with other sectors of UNESCO in developing joint projects with other partners. Means are needed to insure cooperation between the Centre and other sectors of UNESCO when World Heritage Sites or issues are involved, e.g., for fund-raising to assist a World Heritage Site in Danger. According to the Management Review, the only project that is formally carried out jointly with another UNESCO sector is the Centre's Youth Education Program that started as a pilot in 1994 and is now carried out as a UNESCO 1996-2001 "Special Project", Young People's Participation in World Heritage Preservation and Promotion, targeted at secondary schools. The project is financed through the World Heritage Fund, the Regular Program for the Centre and the Education Sector, with important co-financing by NORAD and the Rhone-Poulenc Foundation.

The Management Review further states that the lack of clear guidelines for cooperation and resource sharing between UNESCO International Campaigns dealing with World Heritage sites and the Centre's projects for the same sites, the use of outside experts when in-house expertise may be available, and problems regarding quality control over publications and film rights, are among the issues requiring clarification.

(3) A policy could be defined to govern the manner in which the Committee expects the Centre Director to administer and account for funds received from external sources. Notably, the nature and scale of financial decisions and agreements that the Director of the Centre may be authorized to take could be distinguished from those which require approval by the Chairman, Bureau, or Committee.

(4) A policy could be established regarding the World Heritage Fund input in joint projects with external partners. It is suggested that, as a general rule, they should not require more than a catalytic input from the World Heritage Fund and that the projects be self-sustaining, especially for activities in the developed industrialized nations.

(5) The standard clauses and agreements provided in the "Guidelines" need to be reviewed, and if necessary, complemented with additional clauses regarding relations and joint financing of activities.

(6) A consistent policy would be helpful in handling extra-budgetary contributions by States Parties and others, especially those that are used to match World Heritage Fund monies in the provision of International Assistance. UNESCO's Manual (items 251, 255, 500, 545, 550) stipulates various means under which UNESCO receives extra-budgetary, voluntary contributions from donors. For projects in support of World Heritage sites, the most prevalent have been the Funds-in-Trust and Special Accounts of International Safeguarding Campaigns.

(7) From the financial perspective, the Centre's use of alternative mechanisms and contracts for the performance of specific tasks, as well as more straightforward private and public partnerships, are sources of external funding support that need to be investigated more thoroughly, aside from the issues of policy and their cost-effectiveness.

(8) Provisions in the financial regulations and agreements, and particularly the authority to grant or withhold the use of the World Heritage Emblem, are the principal tools by which UNESCO and the Centre can exert control over the quality of products, ensure content validation and protect the rights and interests of UNESCO, the World Heritage Fund, the States Parties and their sites. (Suggestions for securing those ends are discussed in part I of this document "Proposed Guidelines for Use of the World Heritage Emblem").

II.5 RECOMMENDATIONS TO THE 22ND SESSION OF THE COMMITTEE

(1) The Bureau may wish to recommend to the Committee the adoption of the "Internal Guidelines for Private-Sector Fund-Raising in Favour of UNESCO" which include articles on the manner in which partners and projects can be selected. The Bureau may also wish to recommend to the Committee to add a new paragraph to the Operational Guidelines, following current paragraph 120, as follows:

“---. The States Parties and the Secretariat should refer to the "Internal Guidelines for Private Sector Fund-Raising in Favour of UNESCO", adopted by the Committee, to govern external fund-raising in favour of the World Heritage Fund.”

(2) The Bureau is also requested to recommend that the Committee direct the working group to continue examining the outstanding issues, especially numbers 1 and 5 outlined in section II.4 above, and to report back to the Committee at its next session.

Decisions required:

1. The Committee may wish to adopt the “Internal Guidelines for Private-Sector Fund-Raising in Favour of UNESCO” and add a new paragraph to the Operational Guidelines as suggested in section II.5(1) of this document.
2. The Committee may wish to direct the working group to continue examining the outstanding issues as outlined in section II.4.

VII. OTHER MATTERS

A. Use of the World Heritage Emblem and the name, symbol or depiction of World Heritage sites

122. At its second session, the Committee adopted the World Heritage Emblem which had been designed by Mr. Michel Olyff. This emblem symbolizes the interdependence of cultural and natural properties: the central square is a form created by man and the circle represents nature, the two being intimately linked. The emblem is round, like the world, but at the same time it is a symbol of protection. The Committee decided that the two versions proposed by the artist (see Annex 2) could be used, in any colour, depending on the use, the technical possibilities and considerations of an artistic nature. The emblem should always carry the text "World Heritage . Patrimoine Mondial". The space occupied by "Patrimonio Mundial" can be used for its translation into the national language of the country where the logo is to be used.

123. Properties included in the World Heritage List should be marked with the World Heritage emblem jointly with the UNESCO logo, which should, however, be placed in such a way that they do not visually impair the property in question.

124. States Parties to the Convention should take all possible measures to prevent the use of the emblem of the Convention and the use of the name of the Committee and the Convention in their respective countries by any group or for any purpose not explicitly recognized and approved by the Committee. The World Heritage emblem should, in particular, not be used for any commercial purposes unless specific authorization is obtained from the Committee.

125. The name, symbol or depiction of a World Heritage site, or of any element thereof, should not be used for commercial purposes unless written authorization has been obtained from the State concerned on the principles of using the said name, symbol or depiction, and unless the exact text or display has been approved by that State and, as far as possible, by the national authority specifically concerned with the protection of the site. Any such utilization should be in conformity with the reasons for which the property has been placed on the World Heritage List.

B. Production of plaques to commemorate the inclusion of properties in the World Heritage List

126. These plaques are designed to inform the public of the country concerned and foreign visitors, that the site visited has a particular value which has been recognized by the international community. In other words, the site is exceptional, of interest not only to one nation, but also to the whole world. However, these plaques have an additional function which is to inform the general public about the World Heritage Convention or at least about the World Heritage concept and the World Heritage List.



USE OF UNESCO'S NAME, EMBLEM, AND IMPRINT INCLUDING THE ENVIRONMENT OR WORLD HERITAGE LOGOS IN WORKS PUBLISHED BY OUTSIDE PUBLISHERS

1. The ever-growing interest aroused by the protection of the environment and the world heritage, both natural and cultural, among Member States, has in recent years produced an important increase in the number of works published on these issues by the Organization itself in collaboration with publishers from different countries, or by public and private publishing houses exterior to UNESCO.
2. As requests are in constant increase to use the name of UNESCO, its emblem and imprint, as well as the environment and world heritage logos, in publications produced by outside publishers, it appears necessary to recall and define the existing rules.
3. UNESCO publications are governed by Item 1300 (and following items) of the *UNESCO Manual* and by Administrative Circular No. 1875 dated 3 May 1993; at the same time, Item 430 of the *Manual* governs the use of UNESCO's emblem, seal and name, as well as its sponsorship.
4. In cases where the different services of the Organization are contacted by private or public bodies wishing to have UNESCO's name, emblem, imprint, World Heritage or Environment logos, figure in one or several of their publications, negotiations in this respect should be carried out imperatively in close collaboration with the UNESCO Publishing Office (UPO). This office will be responsible for drawing up and concluding contracts or letters of agreement, which should then be signed by DIR/UPO. The intervention of UPO in this domain is, inter alia, a way of avoiding authorizations or agreements to use UNESCO's property on an exclusive basis being granted to different institutions simultaneously.
5. The term "publications" applies in the present circular to books, brochures, journals and periodicals, radio programmes, television and cinema films, as well as video-cassettes, video-discs, microfiches, CDs, CD-ROMs, CDIs or any other medium, on whatever support or technical means, intended to contain information aimed at the general public or specialists.
6. The *Manual* will be amended accordingly in due course.

For the Director-General:

A. Badran
Deputy Director-General a.i.

Content Approval Form

[Name of responsible national body], officially identified as the body responsible for approving the content of the texts and photos relating to the World Heritage sites located in the territory of **[name of country]**, hereby confirms to **[name of producer]** that the text and the images that it has submitted for the **[name of sites]** World Heritage site(s) are **[approved]** **[approved subject to the following changes requested]** **[are not approved]**

(delete whatever entry does not apply, and provide, as needed, a corrected copy of the text or a signed list of corrections).

Notes:

It is recommended that the initials of the responsible national official be affixed to each page of text.

The National Authorities are given one month from their acknowledged receipt in which to authorize the content, following which the producers may consider that the content has been tacitly approved, unless the responsible National Authorities request in writing a longer period.

Texts should be supplied to the National Authorities in one of the two official languages of the Committee, or in the official language (or in one of the official languages) of the country in which the sites are located, at the convenience of both parties.

UNOFFICIAL TRANSLATION

UNESCO

DG/Note/98/53
23 November 1998

The Director-General

To: Assistant Directors-General
Directors of Bureaux, Units and Divisions at Headquarters
Directors of Field Offices

Subject: Preservation and Presentation of Cultural and Natural Heritage

1. The preservation and the enhancement of the cultural and natural heritage constitute, since the creation of UNESCO, one of the major axes of action of the Organization. The importance of this mission, set out in the Constitution, was constantly recalled over the decades; it was reaffirmed in the 1996-2001 Mid-Term Strategy (para. 123 and 124) and the Approved Programme and Budget for 1998-1999, as well as more recently in the Action Plan on Cultural Development Policies (Objective 3) adopted on 2 April 1998 by the Intergovernmental Stockholm Conference.

2. I have already emphasized on different occasions (DG/Note/92/13, 93/4, 93/17, 95/37 and 96/47) the need to ensure full co-ordination of all the activities carried out by UNESCO in its different fields of action in favour of cultural and natural heritage, whatever their legal framework, modalities and funding sources. This particularly concerns the activities of the World Heritage Centre, the Division of Cultural Heritage and the Division of Ecological Sciences.

3. In this spirit, and in order to further improve UNESCO's action for the preservation and enhancement of mankind's heritage in all its aspects, I feel it is essential to develop the synergies between the Division of Cultural Heritage and the World Heritage Centre, entities clearly distinct by their functions and responsibilities within the Secretariat.

4. Mr Bernd von Droste (D-2) having reached retirement age at 31 October 1998, I have decided to extend his appointment until 31 January 1999 so as to allow him to assure the Secretariat of the twenty-second session of the World Heritage Committee (30 November - 5 December 1998). The efficiency with which he has assumed the direction of the World Heritage Centre for more than six years leads me to promote him to the rank of Assistant-Director General in a personal capacity for his last three months of service.

5. Upon the departure of Mr von Droste, on 1 February 1999, Mr M. Bouchenaki, Director of the Division of Cultural Heritage, will be responsible until further notice, under my authority and by delegation, under that of the ADG/CLT or, in his absence, the ADG/SC (DG/Note/93/4 and 95/37), for the direction of the World Heritage Centre.

6. The World Heritage Centre, which was created through my initiative in 1992, on the occasion of the twentieth anniversary of the adoption of the Convention concerning the Protection of the World Cultural and Natural Heritage, will further strengthen its specific functions:

- assist States Parties to the Convention to identify new sites to propose for inscription to the World Heritage List;
- examine, periodically, and each time that the circumstances require, the state of conservation of World Heritage properties and encourage States Parties to establish regular monitoring methods of their properties;
- implement international assistance decided upon by the World Heritage Committee;
- promote awareness of the World Heritage Convention to the general public and particularly to the younger generation, encourage adhesion of States which are not yet Party, mobilise resources for the preservation of properties inscribed and continue the establishment of a data bank, available using the most technologically advanced means, on the different aspects of the implementation of the Convention.

7. The Division of Ecological Sciences shall co-ordinate its activities with those of the Division of Cultural Heritage and the World Heritage Centre with regard to the preservation and protection, by the different existing legal instruments, those of the Biosphere Reserves inscribed on the World Heritage List and natural sites having a cultural value, in particular cultural landscapes and sacred natural sites.

8. Mr Georges Zouain (D-1), Deputy Director of the World Heritage Centre, shall assist Mr Bouchenaki in the co-ordination of the activities of the Centre with those of the corresponding divisions within the Sectors of Culture and Natural Sciences. Ms Minja Yang (D-1) continues to be responsible for the World Heritage Centre activities relating to the rehabilitation of historic centres, notably in Asia.

9. Furthermore, with regard to the Division of Cultural Heritage, and taking into account its staff and the diversity of its activities, I have decided to reinforce the internal organization through the creation of three units:

- the Unit for Operational Activities (CLT/CH/AOP), supervised by the Deputy Director of the Division, shall be responsible for all activities relating to the safeguard, restoration and presentation of monuments and sites, as well as for the development of museums and training;
- the Intangible Heritage Unit (CLT/CH/ITH) shall implement activities relating to the safeguard and revitalization of intangible heritage, particularly with regard to its relation to monuments and sites, inscribed or not on the World Heritage List, to which they are closely associated;
- the International Standards Unit (CLT/CH/NOI) shall be responsible for the establishment, promotion and implementation of international legal instruments relating to the protection of cultural and natural World Heritage.

10. I have decided to entrust the functions of Deputy Director of the Division of Cultural Heritage to Mr L. Lévi-Strauss (P-5), whose post will be upgraded to the level of D-1. Taking into account the increased responsibilities entrusted to the chiefs of the Units of Intangible Heritage and International Standards, Ms. N. Aikawa (P-5) and Ms L. Prott (P-5), I have also decided to upgrade the posts to the level of D-1. I shall consult the Executive Board in due course with regard to the promotion of the incumbents of these posts.

11. These decisions will come into effect on 1 February 1999.

Federico Mayor